

EDITORIAL	<p>New Models for a New Age of Research Geoffrey Precourt 333</p> <p>Management Slant 335</p>
MIND OVER METRICS	<p>Engineered Persuasion: Just Do It Pat LaPointe. 339</p>
COMMENTARY	<p>Customer Insights that Matter Patrick Barwise and Seán Meehan 342</p>
ARTICLES	<p>NEW MODELS FOR A NEW AGE OF RESEARCH</p> <p>The Future is Now: In Pursuit of a More Efficient and Effective Media Strategy David F. Poltrack and Kevin Bowen 345</p> <p>The Power of Inertia: Conservatism in Marketing Resource Allocation Marcel Corstjens, Andris Umblijs, and Chao Wang. 356</p> <p>The Measure of All Things: Finding Out That Something Doesn't Work is the First Step Toward Learning What Does Work Duncan Watts 373</p> <hr/> <p>Rx for Brand Consistency Should Pharmaceutical Marketers Send Different Messages to Physician and Consumer Audiences? Kim Saxton. 380</p> <p>Damage Control: Limiting the Fall-out from Deceptive Advertising Katherine L. Twomey, John G. Knight, and Lisa S. McNeill 394</p> <p>What's So Funny? The Use of Humor in Magazine Advertising in the United States, China, and France Michel Laroche, Marcelo Vinhal Nepomuceno, Liang Huang, and Marie-Odile Richard. 404</p> <p>Ad Bites: Toward a Theory of Ironic Advertising Ekin Pehlivan, Pierre Berthon, and Leyland Pitt 417</p> <p>Parental Style: The Implications of What We Know (and Think We Know) Les Carlson, Russell N. Laczniak, and Chad Wertley 427</p> <p>The Naked Truth: Revealing the Affinity for Graphic Sexual Appeals in Advertising Tom Reichert, Michael S. LaTour, and John B. Ford 436</p>