

Contents

EDITOR'S LETTER	What We Know About Creativity Geoffrey Precourt	238
	Short Cuts	240
	Management Slant	241
SPEAKER'S BOX	The Theory and Practice of Advertising: Counting the Cost to the Customer Pierre Berthon, Karen Robson, and Leyland Pitt	244
MARKETING MATTERS	Sharing the Spotlight: Is There Room for Two Brands in One Advertisement? Jenni Romaniuk	247
LESSONS	In Search of Advertising ROI: The Impossible Dream versus "Bounded Rationality" Gale Metzger	251
RESEARCH QUALITY	You Can't Put a Price Tag on a Survey Participant's Enjoyment: The Latest Findings from the ARF's "Foundations of Quality" Research Robert W. Walker and William A. Cook	254
ARTICLES	A Multi-Country Examination of Hard-Sell and Soft-Sell Advertising: Comparing Global Consumer Positioning in Holistic- and Analytic-Thinking Cultures Shintaro Okazaki, Barbara Mueller, and Sandra Diehl	258
	In 2013, Once Again: Marketing Art Meets Science—Best-in-Show Winners of the Advertising Research Foundation's David Ogilvy Awards	273
<hr/>		
	FEATURE: CREATIVITY	
	Optimizing the Amount of Entertainment in Advertising: What's So Funny about Tracking Reactions to Humor? Thales S. Teixeira and Horst Stipp	286
	Matching Creative Agencies with Results-Driven Marketers: Do Clients Really Need Highly Creative Advertising? Sheila Lucy Sasser, Scott Koslow, and Mark Kilgour	297
	Practitioner Views of Comparative Advertising: How Practices Have Changed in Two Decades Fred K. Beard	313
	What Makes Win, Place, or Show? Judging Creativity in Advertising at Award Shows Douglas West, Albert Caruana, and Kannika Leelapanyalert	324
	The Fire Starter and the Brand Steward: An Examination of Successful Leadership Traits for the Advertising-Agency Creative Director Karen L. Mallia, Kasey Windels, and Sheri J. Broyles	339