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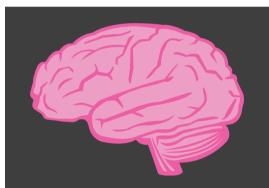


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HOW NEUROSCIENCE WORKS IN ADVERTISING

How Reliable Are Neuromarketers' Measures of Advertising Effectiveness? Data from Ongoing Research Holds No Common Truth among Vendors

D. Varan, Murdoch University/Audience Labs; A. Lang, Indiana University/The Media School; P. Barwise, London Business School; R. Weber, University of California, Santa Barbara; and S. Bellman, Murdoch University/Audience Labs, call for greater transparency and compare the validity of vendors' neuro measures. *P176*

A Psychophysiological Approach for Measuring Response to Messaging How Consumers Emotionally Process Green Advertising

M. Martínez-Fiestas, ESAN, Graduate School of Business, Peru; M. I. Viedma del Jesus, J. Sánchez-Fernández, and F. J. Montoro-Rios, University of Granada, explore types of message that effectively can provoke emotion leading to behavioral change. *P192*

Visual Processing and Need for Cognition Can Enhance Event-Sponsorship Outcomes How Sporting Event Sponsorships Benefit from the Way Attendees Process Them

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The Power of Direct Context as Revealed by Eye Tracking A Model Tracks Relative Attention to Competing Editorial and Promotional Content

Direct context in magazines—and use of color—influence attention paid to advertising elements. E. G. Smit and S. C. Boerman, University of Amsterdam; and L. van Meurs, GfK *P216*