

Engagement

- Building "Engagement," One Brick at a Time
 - Advertising Engagement: A Driver of Message Involvement on Message Effects
 - The Advertising Magnifier Effect: An MTV Study
 - A Biologically Based Measure of Emotional Engagement: Context Matters
 - A Disaster Is Contagious: How a Brand in Crisis Affects Other Brands
 - Measuring the Effectiveness of True Sponsorship
 - Brand Relationships: Strengthened by Emotion, Weakened by Attention
 - Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand
 - Effects of Popular Music in Advertising on Attention and Memory
 - Methodological and Strategy Development Implications of Decision Segmentation
 - Marketers Who Measure the Wrong Thing Get Faulty Answers
 - Review of *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds*
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