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By Andrea Gardner

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Gardner, Andrea. Ferriss, 30 second seduction :how advertisers lure women through flattery, flirtation, and manipulation

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Mar 23, 2015 Networks are increasingly boasting about their data capabilities to lure advertisers as The study from ESPN Lab tested 15- and 30-second spots

<http://blogs.wsj.com/cmo/2015/03/24/espn-urges-advertisers-to-hit-all-devices/>

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Different Methods Marketers Use To Lure Men and Women. author Andrea Gardner says in "The 30-Second Seduction: How Advertisers Lure Women Through Flattery,

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<http://www.bookforum.com/blog/2823>

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How Advertisers Lure Women Through Flattery, Flirtation, and Manipulation. Seal Press March 2008 On Sale: March 6, 2008 220 pages ISBN: 1580052126

<http://freshfiction.com/book.php?id=25753>

Flirtation - AbeBooks -

How Advertisers Lure Women Through Flattery, Flirtation, and Manipulation. Gardner, Andrea. Ask Bookseller a Question 30.

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http://www.goodreads.com/author/show/5895603.Andrea_Gardner

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http://www.slate.com/all.fulltext.willa_paskin.rss

Getting Started - Marketing A-Z - Women Consumers -

30 Second Seduction: How advertisers lure women through flattery, flirtation, and manipulation (HF5415.33 U6 G34 2008) Women Consumers. Director,

<http://guides.library.tamu.edu/content.php?pid=614345>

The 30-Second Seduction: How Advertisers Lure -

The 30-Second Seduction: How Advertisers Lure Women Through Flattery, Flirtation, and Manipulation

<http://www.publishersweekly.com/978-1-58005-212-2>

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<http://www.youtube.com/watch?v=BZP1rYjoBgl>

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<https://www.cedarville.edu/Academics/Library/Whats-New/Materials/2008/November.aspx>

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