

Motivation In Advertising: Motives That Make People Buy By Pierre Martineau

By Pierre Martineau

Notes - JSTOR -

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<http://www.jstor.org/doi/xml/10.2307/3486657>

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<http://www.thefreelibrary.com/What+was+advertising%3f+The+invention%2c+rise%2c+demise%2c+and+disappearance...-a0220202799>

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<http://www.theconsumerpsychologist.com/2011/12/28/how-advertising-changes-behaviour-ease-versus-motivation/>

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<http://www.econbiz.de/Record/sharper-focus-for-the-corporate-image-martineau-pierre/10001761956>

Motivational research | Define Motivational -

the application of psychology to the study of consumer behaviour, esp the planning of advertising and sales campaigns Also called motivation research
<http://dictionary.reference.com/browse/motivational+research>

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http://www.decisionanalyst.com/publ_art/motive.dai

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Martineau, P. (1957). Motivation in advertising: Motives that make people buy. New York: McGraw-Hill. Miles, M., & Huberman, A. (1994).
<http://www.sciencedirect.com/science/article/pii/S1447677012000174>

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