

Motivation In Advertising: Motives That Make People Buy

By Pierre Martineau

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it is widely accepted that people make inferences about others on the Martineau, 1957; Martineau, Pierre, Motivation in advertising: Motives that make

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Martineau, P. (1957). Motivation in advertising: Motives that make people buy. New York: McGraw-Hill. Miles, M., & Huberman, A. (1994).

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

Journal of Historical Research in Marketing - -

Journal of Historical Research in Why People Buy: Motivation Research Martineau, P. (1957), Motivation in Advertising: Motives That Make People Buy,

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What was advertising? The invention, rise, demise, -

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The "Mad Men" Reading List | The New York Public -

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advertising Motivation and Emotion -

How does Motivation work? Motivational Psychology is very important in advertising. How do you get your customers to buy your products?

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