

# Motivation In Advertising: Motives That Make People Buy

## By Pierre Martineau

By Pierre Martineau

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[http://www.decisionanalyst.com/publ\\_art/motive.dai](http://www.decisionanalyst.com/publ_art/motive.dai)

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

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<http://www.amazon.com/Advertising-copy-George-Burton-Hotchkiss/dp/B00085AGOU>

Motivation in Advertising. People purchase products and services because they believe that they will help them satisfy their needs. In this activity,

<http://www.humbleisd.net/cms/lib2/TX01001414/Centricity/ModuleInstance/18629/Motivation%20in%20Advertising%20take%20home.doc>

Feb 26, 2012 UPDATE: Click here to see the Official New York Public Library and AMC Mad Men Reading List!

<http://www.nypl.org/blog/2012/02/27/mad-men-reading-list>

Motivation in Advertising [P. Martineau] on Amazon.com. \*FREE\* shipping on qualifying offers.

<http://www.amazon.com/Motivation-Advertising-P-Martineau/dp/007040660X>

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

<http://www.motivation-emotion.com/tag/advertising/>

Motivation in advertising : motives that make people buy. Pierre Martineau McGraw-Hill series in marketing and advertising McGraw-Hill, 1957

<http://ci.nii.ac.jp/ncid/BA07206427>

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Motivation is a theoretical construct used to explain behavior . It represents the reasons for people's actions, desires, and needs. Motivation can also be defined as

<http://en.wikipedia.org/wiki/Motivation>

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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

<http://www.sciencedirect.com/science/article/pii/S0969698913000313>

Pierre Martineau is the author of I Was a Killer for the Hells Angels (2.63 avg rating, 27 ratings, 2 reviews, People; Events Pierre Martineau s

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<http://www.timeshighereducation.co.uk/books/sigmund-fells-trendy-straw-men/177940.article>

Dec 31, 2008 for when people do a 131-45; Stephen Constantine, Buy & Build: The Advertising Pierre Martineau, Motivation in Advertising: Motives

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

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PIERRE MARTINEAU While income has Motivation in Advertising: Motives That Make People Buy Two people in the same social class may want different

<http://www.jstor.org/stable/1247828>

this reading list covers all the literary references in all seven S03E06 Guy Walks Into an Advertising Motives That Make People Buy by Pierre  
<http://charliecrews38.hubpages.com/hub/Reading-Mad-Men>

Journal of Historical Research in Why People Buy: Motivation Research Martineau, P. (1957), Motivation in Advertising: Motives That Make People Buy,  
<http://www.emeraldinsight.com/doi/ref/10.1108/17557500910974596>

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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.alibris.com/Basis-for-marketing-decision-through-controlled-motivation-research-Louis-Cheskin/book/586995>

In order to change peoples behaviour thereare two key factors we can influence; Motivation and Ease. The higher the motivation, and the Easier itis, then the more  
<http://www.theconsumerpsychologist.com/2011/12/28/how-advertising-changes-behaviour-ease-versus-motivation/>

Nov 04, 2013 Pierre Martineau is the author of Motivation in Advertising: Motives that make People Buy 14 Martineau, Motivation in Advertising, p.  
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