

# **The Psychology Of Advertising In Theory And Practice; A Simple Exposition Of The Principles Of Psychology In Their Relation To Successful Advertising By Walter Dill Scott**

**By Walter Dill Scott**

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Advertising as science. Consumer psychologists and basic scientists are behind ever more effective advertising campaigns to promote both products and causes.

<http://www.apa.org/monitor/oct02/advertising.aspx>

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The gain in the quantity of advertising can be seen by observing the increase in the number of pages devoted to advertisements in any of our publications.

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<http://psychology.wikia.com/wiki/Advertising>

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