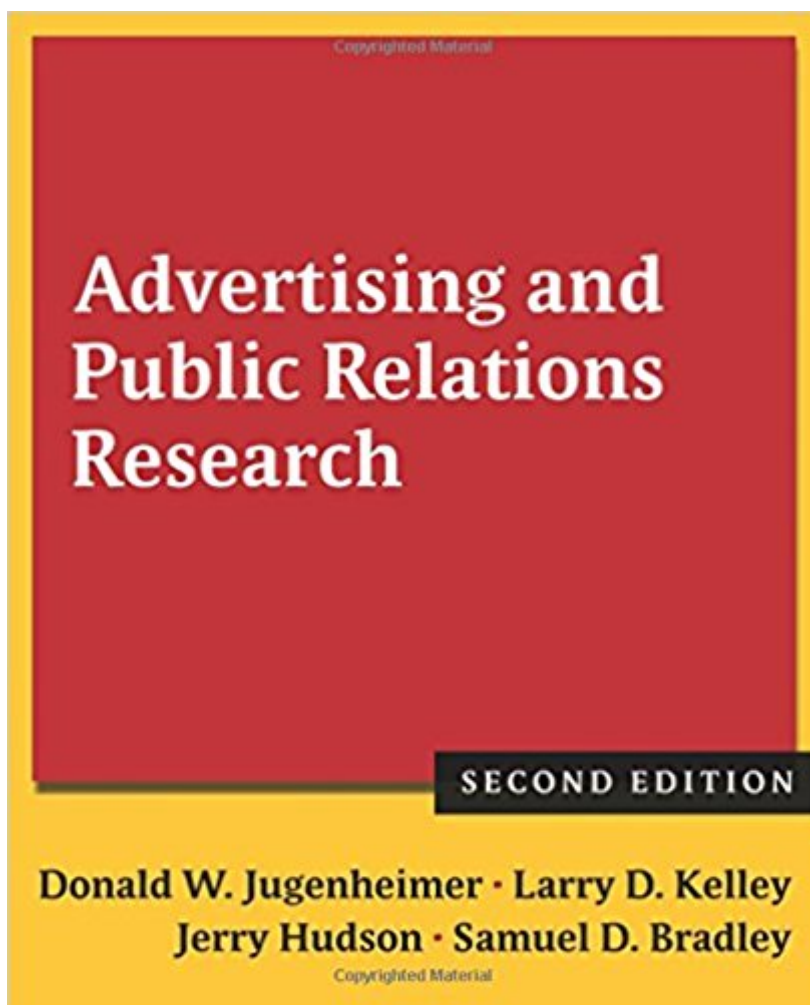




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Advertising And Public Relations Research



Synopsis

Designed to serve as a comprehensive, primary text for research methods courses in advertising and/or public relations programs, this book concentrates on the uses and applications of research in advertising and public relations situations. The authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.

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Customer Reviews

"The second edition of Advertising and Public Relations Research builds on the strengths of its worthy predecessor and continues to provide a solid foundation in research planning and methodology for undergraduate students in advertising and public relations." --Fred Beard, University of Oklahoma

"One of the biggest challenges of teaching research for advertising and public relations is finding a textbook that addresses the foundation of research methods while also illustrating the relevance and application of research for the professional practice. The second edition of Advertising and Public Relations Research solves this problem, and is the perfect blend of theory and practice." --Kati Tusinski Berg, Marquette University

Donald W. Jugenheimer is an author, researcher, consultant and educator. His specialties are communication, advertising and media management, media economics and advertising media. He has authored or co-authored 20 books. Larry D. Kelley is a Professor of Advertising at the University

of Houston, USA. He teaches advertising media planning, advertising account planning, and principles of advertising, among other classes. He has authored or co-authored 7 books. Jerry Hudson is Professor of Advertising at Texas Tech University, USA. He teaches advertising, electronic media, research methods, and data analysis, and he has published in Health Marketing Quarterly, Journalism Educator, Journalism Quarterly, Social Science Journal and Southwestern Mass Communications Journal. Samuel D. Bradley is Visiting Associate Professor at the University of South Florida, USA. His research has been published in the Journal of Advertising, Media Psychology, Psychology & Marketing, Journal of Consumer Psychology, and Human Communication Research, among others.

This book is required for my class and I can't stand it. It would be interesting to read on its own but for class it does not work well. Answering the questions at the end of the chapters is almost impossible, half of the questions reference a topic or vocabulary word that wasn't even mentioned in the text. I wish my professor had chosen something other than this book, it's making this class a lot harder than it needs to be and adding a layer of complication to the material that doesn't need to be there.

Missing Chapters, some chapters are repeated and miss marked. Very frustrating when trying to use for studying

I had this book for an advertising research course in college and the book is good for a general intro to certain topics but most of it is common knowledge and difficult to read.

This was purchased for a class. It was about as dry as it could possibly be, and I'm someone who actually likes research!

I got this for a PR & advertising research methods class. It was an easy read; the book is pretty straightforward.

This is by far the worst textbook I have ever used, and I've used tons of them. It is confusing, redundant, and boring. The authors include long, rambling, unnecessary "examples" to explain concepts/terms but fail to include the basic definitions as a foundation of understanding. In most cases, to answer the discussion questions at the end of each chapter I had to look the terms or

concepts up on the Internet. The material is not organized in any logical way, and concepts are often partially explained in one chapter, then unnecessarily repeated or elaborated upon (even sometimes contradicted) in another--with no cross-references. It's as if the authors had their own chapters to write and did not collaborate in any way -- or even read each others' chapters. There are numerous grammatical errors, and the writing is just terrible. Explanations are either ridiculously wordy or strangely brief, and they almost never helpful. Their entire description/definition of a combination map (perceptual mapping): "Mix it up. Go wild." One thing that was particularly annoying to me: In Chapter 4, they devote an entire rambling section to the difference between the terms "method" and "methodology," stating that "many researchers refer to their research methodology when they really should use the simpler and more apt term, research method ... careful writers and researchers, however, will want to differentiate between these two common research terms" ... THEN THROUGHOUT THE REST OF THE BOOK they improperly use the word "methodology." It's just awful. Instructors/professors, please, PLEASE find another book to use for your class! Your students do not deserve this torture.

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