

THE POLITZ PAPERS

SCIENCE AND TRUTH IN
MARKETING RESEARCH

The Politz Papers Science And Truth In Marketing Research

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The Politz Papers Hugh S. Hardy,1990-01-01 The Politz Papers Hugh S. Hardy,William Edwards Deming,1990

How Advertising Works John Philip Jones,1998-06-17 John Philip Jones bestselling author of *What's in a Name and When Ads Work* has edited an authoritative handbook of research procedures that determine effective advertising. All participants in the advertising process: clients, media, and agencies are fully represented in this volume. Chapter authors reflect a global mix of academic and professional backgrounds and include Leo Bogart, Andrew Ehrenberg, Simon Broadbent, Herbert Krugman, and the Editor John Philip Jones. Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles. **Principes van marktonderzoek, 4/e** Alvin C. Burns, Ronald F. Bush, 2006. Studieboek op HBO-niveau. **The Politz Papers** Hugh S. Hardy, William Edwards Deming, 1990. *JMR, Journal of Marketing Research*, 1993. *Engineered to Sell* Jan L. Logemann, 2019-11-20. The mid-twentieth century marketing world influenced nearly every aspect of American culture: music, literature, politics, economics, consumerism, race relations, gender, and more. In *Engineered to Sell*, Jan L. Logemann traces the transnational careers of consumer engineers in advertising, market research, and commercial design who transformed capitalism from the 1930s through the 1960s. He argues that the history of marketing consumer goods is not a story of American exceptionalism. Instead, the careers of immigrants point to the limits of the Americanization paradigm. Logemann explains the rise of a dynamic world of goods and examines how and why consumer engineering was shaped by transatlantic exchanges. From Austrian psychologists and little-known social scientists to the illustrious Bauhaus artists, the emigrants at the center of this story illustrate the vibrant cultural and commercial connections between metropolitan centers: Vienna and New York, Paris and Chicago, Berlin and San Francisco. By focusing on the transnational lives of emigrant consumer researchers, marketers, and designers, *Engineered to Sell* details the processes of cultural translation and adaptation that mark both the mid-century transformation of American marketing and the subsequent European shift to American consumer capitalism. *When Ads Work* David M. Jones, 2015-03-26. The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact. *When Ads Work* argues the opposite: that well-planned and well-executed advertising campaigns can and should have an immediate impact on sales. Featuring numerous examples from recent ad campaigns, the new edition of this popular book is a model for any successful advertising research program. With a device he calls STAS (Short Term Advertising Strength), a measure of the immediate effect of advertising on sales, the author demonstrates that the strongest ad campaigns can triple sales while the weakest campaigns can actually cause sales to fall by more than 50 percent. He exposes sales promotions as wasteful, especially when they are unsupported by advertising, and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion. *When Ads Work* offers eye-opening research and practical information that no one who studies advertising or spends advertising dollars can afford to

ignore **Freud on Madison Avenue** Lawrence R. Samuel, 2011-06-06 What do consumers really want In the mid twentieth century many marketing executives sought to answer this question by looking to the theories of Sigmund Freud and his followers By the 1950s Freudian psychology had become the adman's most powerful new tool promising to plumb the depths of shoppers subconscious minds to access the irrational desires beneath their buying decisions That the unconscious was the key to consumer behavior was a new idea in the field of advertising and its impact was felt beyond the commercial realm Centered on the fascinating lives of the brilliant men and women who brought psychoanalytic theories and practices from Europe to Madison Avenue and ultimately to Main Street Freud on Madison Avenue tells the story of how midcentury advertisers changed American culture Paul Lazarsfeld Herta Herzog James Vicary Alfred Politz Pierre Martineau and the father of motivation research Viennese trained psychologist Ernest Dichter adapted techniques from sociology anthropology and psychology to help their clients market consumer goods Many of these researchers had fled the Nazis in the 1930s and their decidedly Continental and intellectual perspectives on secret desires and inner urges sent shockwaves through WASP dominated postwar American culture and commerce Though popular these qualitative research and persuasion tactics were not without critics in their time Some of the tools the motivation researchers introduced such as the focus group are still in use with consumer insights and account planning direct descendants of Freudian psychological techniques Looking back author Lawrence R Samuel implicates Dichter's positive spin on the pleasure principle in the hedonism of the Baby Boomer generation and he connects the acceptance of psychoanalysis in marketing culture to the rise of therapeutic culture in the United States *Social Science Under Debate* Mario Bunge, 1999-01-01 Bunge contends that social science research has fallen prey to a postmodern fascination with irrationalism and relativism He urges social scientists to re examine the philosophy and the methodology at the base of their discipline - - - **and out of the West** Hugh Spence Hardy, 2016-06-14 This is the true life chronicle of a youth who emerged from the flat lands of Western Canada to occupy senior leadership positions in the corridors of influence and power in the often disparate worlds of international business and banking the United States Canada Europe and Asia He was a marketing pioneer whose successes and failures will resonate among business and marketing leaders facing unprecedented change in the digital age With a loving understanding wife and children born in four cities coast to coast and two countries he served in the Canadian army in two wars and he overcame obstacles that would have beaten lesser men He rose to several pinnacles without losing focus on his family and managed to enjoy life along the way His story is an inspiration for aspiring younger men and women **Journal of Marketing**, 1993 **International Journal of Advertising**, 1990 **Harvard Business School Core Collection 1995** Baker Library, 1995 *Harvard Business School Core Collection* Baker Library, 1993 **Marketing** Stanley C. Hollander, Kathleen M. Rassuli, 1993 The last decade has witnessed a burgeoning interest in the history of marketing This authoritative two volume set provides a comprehensive collection of important articles which illuminate the history and development of marketing and

marketing thought during the past century A unique reference tool this book will be indispensable to marketing researchers and others interested in marketing history The articles contained within its covers are international in scope spanning a range of European countries Japan and the US This major new collection of articles was compiled and edited by Stanley C Hollander eminent marketing historian and Kathleen M Rassuli The editors provide an introduction to the literature followed by chapters on the history of marketing thought the historiography of marketing as well as chapters prepared by marketing speciality area consumer behaviour channels of distribution retailing product development pricing and advertising and promotion Tainted Truth Cynthia Crossen,1994 The result is a compilation of information the information used every day by voters consumers and leaders News for All Thomas C. Leonard,1995 In *News for All* Leonard provides a fascinating account of the love hate relationship we have always had with the news from the early nineteenth century to the present America's insatiable appetite for news played a critical role in the growth of democracy but never before have the readers rather than the periodicals been examined in detail *News for All* bridges this critical gap bringing to life the nation's cantankerous love affair with the press The Practice of Public Relations Fraser P. Seitel,1995 The sixth edition now full color and streamlined is designed to carry public relations into the year 2000 It emphasizes the practical nature of public relations work KEY TOPICS Full chapters are now devoted to video integrated marketing communications and multi cultural communications Over half of the interviews with public relations professionals are new New coverage ranges from Bill Clinton's use of communications to the escalating use of public relations overseas to the changing technological realm in which public relations must operate Library Journal ,1991

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