Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor)

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Building on the research presented in their previous edition, Advertising and the World Wide Web (1999), editors David W. Schumann and Esther Thorson offer the expertise of active scholars in the area of Internet advertising in this new volume, and allow readers to reflect on the ever-changing nature of the Internet. Internet Advertising marks this important point in history, taking into account the state of practice, theoretical conceptualizations, empirical research, creative typologies, and potential considerations.

Nearly all chapters are in the form of integrated reviews of theory and research, which provide a source of both previous knowledge, as well as future focus for advertising strategy. The volume is arranged in four sections covering:

- the foundations of Internet advertising theory
- consumer response to Internet advertising
- topical areas in which Internet advertising has significant influence on the consumer
- human needs and trends that will likely have significant impact on the future of Internet advertising.

This contemporary analysis of Internet advertising will appeal to all practitioners and "students" of the Internet, and will effectively suit courses taught in this area.

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Editorial Review

Review

"I enjoyed the first edition of this volume very much. Five years ago, we (researchers) were just starting to figure out "what to do" with this behemoth called the Internet. Five years later, I think it is safe to say that many advertisers and academics have figured out how to integrate the Internet and the Web into what we do every day. That does not mean that all advertisers do it well. The editors have included some of the key researchers in these areas as part of the group contributing to this volume. While many books address online marketing, very few address advertising in particular." **- Kim Sheehan, University of Oregon, USA**

"If you are looking for a compilation of previous research on Internet advertising, from theory to specific areas of interest, Internet Advertising: Theory and Research *is what you've been looking for. This book does a great job of examining Internet advertising theory, discussing its history, and compiling selections representative of recent trends by reviewing published research."* **- Brian Higley, Kira L. Schwabe & Brian J. Mistler, PsycCRITIQUES**

Users Review

From reader reviews:

Dominick Carter:

In this 21st century, people become competitive in most way. By being competitive at this point, people have do something to make these survives, being in the middle of often the crowded place and notice through surrounding. One thing that oftentimes many people have underestimated this for a while is reading. Yes, by reading a book your ability to survive increase then having chance to remain than other is high. For you who want to start reading the book, we give you this Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor) book as starter and daily reading book. Why, because this book is more than just a book.

Brian Ramos:

The book untitled Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor) contain a lot of information on the idea. The writer explains her idea with easy method. The language is very clear and understandable all the people, so do not necessarily worry, you can easy to read that. The book was authored by famous author. The author provides you in the new period of literary works. It is easy to read this book because you can read more your smart phone, or product, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and order it. Have a nice study.

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