



How Advertising Works: The Role of Research (Graduate Survival Skills)

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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.



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