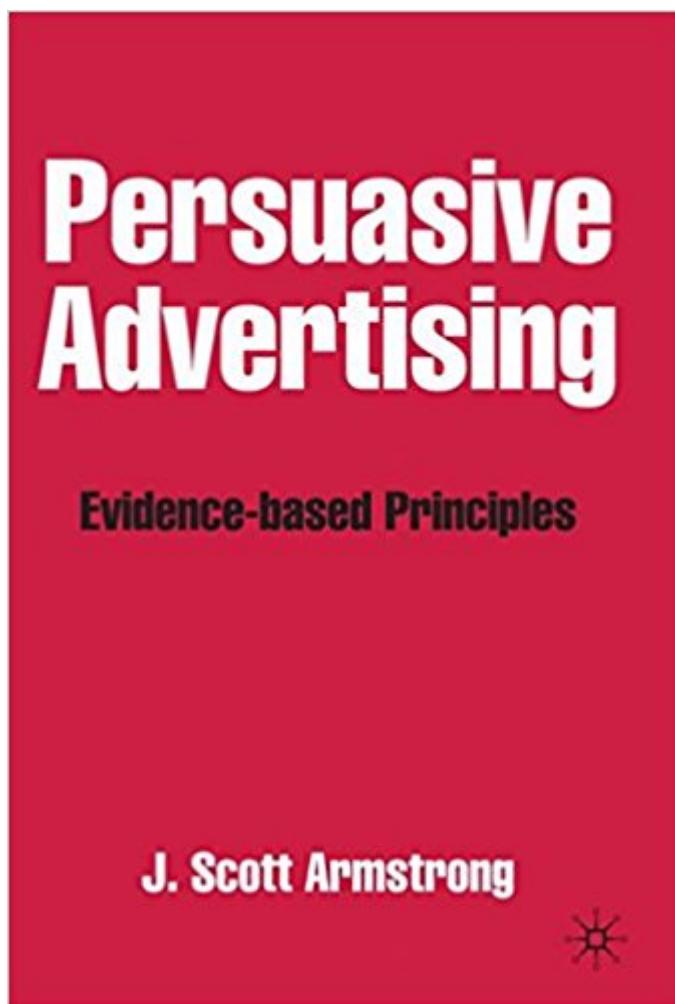


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# Persuasive Advertising: Evidence-based Principles



## **Synopsis**

Written by a leading authority, this book is a comprehensive and definitive guide to advertising that incorporates a vast amount of research and expert opinion. It draws upon the evidence to establish principles that can be applied to achieve successful and effective advertising and evaluates all of the relevant attributes and aspects of this.

## **Book Information**

Hardcover: 388 pages

Publisher: Palgrave Macmillan (May 26, 2010)

Language: English

ISBN-10: 1403913439

ISBN-13: 978-1403913432

Product Dimensions: 6.3 x 1.1 x 9.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 12 customer reviews

Best Sellers Rank: #363,370 in Books (See Top 100 in Books) #87 in Books > Textbooks > Business & Finance > Sales #355 in Books > Business & Money > Marketing & Sales > Marketing > Research #582 in Books > Textbooks > Business & Finance > Marketing

## **Customer Reviews**

'Professor Armstrong's groundbreaking book is a must-read for anyone in the advertising business. All effective advertising starts with understanding consumers and what motivates them. This book provides a powerful and comprehensive compilation of those consumer truths. Buy this book. It's marketing gold.' Linda Kaplan Thaler, CEO & Chief Creative Officer of The Kaplan Thaler Group, bestselling co-author of *The Power of Nice* and *The Power of Small* 'Scott Armstrong has shown that persuasive advertising is not a mystifying, amorphous art to be admired, but a clear, hard science to be understood. Anyone interested in how advertising works would be a fool not to learn what this book teaches.' Robert B. Cialdini, author of *Influence: Science and Practice* 'A unique combination of quantitative research, anecdotal evidence and common sense. David Ogilvy would have enthusiastically added this book to his recommended list for anyone in the advertising business.' Kenneth Roman, former Chairman of Ogilvy & Mather Worldwide, author of *The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising* and of *How to Advertise* 'This fascinating collection of smart rules and when to use them is truly persuasive!' Gerd Gigerenzer, Director at Max Planck Institute for Human Development, Berlin 'Scott Armstrong has provided all of

us with a rich handbook to guide our efforts to use persuasive advertising efficiently and responsibly.' Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University 'The volume of evidence sifted to produce this book is mind boggling. It is a resource that every advertiser can dip into regularly to maximize effectiveness and help avoid traps for the unwary.' Dr Max Sutherland, author of Advertising and the Mind of the Consumer 'We now have the facts. There is no other book that comes close to Persuasive Advertising. Written in a convincing and accessible style, the book is also engaging and entertaining.' Rik Pieters, Professor of Marketing, Tilburg University, The Netherlands 'Clear writing that is provocative! Armstrong's dislike for platitudes is apparent. For certain, Persuasive Advertising is one of the top three books on advertising. . . ever.' Arch G. Woodside, Professor of Marketing, Boston College 'This book is a remarkable exemplar of turning evidence into action.' Jeffrey Pfeffer, Professor at the Stanford Graduate School of Business and co-author of Hard Facts, Dangerous Half-Truths, and Total Nonsense: Profiting from Evidence-Based Management 'Many people claim to have advertising principles but this is the first time they have been systematically developed from experimental evidence. If you want more effective advertising, read this book.' Malcolm Wright, Head of School of Marketing, University of South Australia 'Persuasive Advertising promises to be not only an essential part of the toolkit of advertising professionals but also a standard reference work for scholars. Simply put, this is a landmark achievement.' Daniel J. O'Keefe, Owen L. Coon Professor, Department of Communication Studies, Northwestern University 'I highly recommend this book to marketing and advertising professionals, educators, and researchers in these fields, and indeed anyone seeking to understand the myriad ways advertising affects our behaviors and choices Persuasive Advertising is the handbook on effective advertising.' - Graham Rand, Interfaces Journal

J. SCOTT ARMSTRONG (Ph.D. from MIT in 1968) is Professor of Marketing at the Wharton School, University of Pennsylvania, where he has been teaching advertising since 1968. He has been a Visiting Professor in Thailand, Switzerland, Sweden, New Zealand, UK, France, Australia, South Africa, Spain, and Argentina. In 1994, for example, he was the Hakuhodo Advertising's Visiting Professor in Tokyo. He is the founder and director of advertisingprinciples.com, which received the 204 MERLOT Award for the "Best Internet Site in Business Education" A 1989 study ranked Armstrong among the top 15 marketing professors in the U.S., and in 2000 he received the Society for Marketing Advances Distinguished Scholar Award. By one count, he is the most frequently cited professor in the history of the Wharton's School's marketing department. His resume is available at

jscottarmstrong.com along with full text of his papers. With collaboration from: GERRY LUKEMAN, Chairman Emeritus of Ipsos ASI, began working at what was then known as Audience Studies Inc. ('ASI') in 1963. Gerry was hired to build an advertising research dimension, and Ipsos ASI is now one of the largest advertising research companies in the world. He has been listed among Advertising Age's '100 leaders of the Research Industry,' has been a member of the New York Economics Advisory Council, and is Chairman of the Ogilvy Awards Advisory Committee. In 2009, he received the Lifetime Achievement Award from the Advertising Research Foundation.DR.

SANDEEP PATNAIK is the Research Director at Gallup and Robinson. Sandeep has been involved with the Persuasive Advertising book since 1998. Since 2006 he has led research efforts to test the advertising principles on the nearly five hundred print ads featured in five editions of Which Ad Pulled Best. His current research interests include understanding emotional and cognitive reactions to advertisements. Sandeep also teaches Marketing in the MBA program of the Graduate School of Management and Technology, University of Maryland.

I'm a recent Wharton graduate concentrating in Finance and Operations Management who had the good fortune of taking Professor Armstrong's (Scott to his students) class. Persuasive Advertising is the most rigorous and useful analysis of good advertising practices I have read in my past 5 years of study. When I was recently asked to design an advertisement in a local newspaper, Persuasive Advertising was the first and last source I turned to. Thinking on it now, any ad I'll ever design, whether it be a newspaper, TV, or internet ad, will have me go back to this book. Here's why. Most people would say advertisement is a "creative/artistic" field, and therefore not reducible in scientific terms. I strongly disagree. Good advertising, like good art, does have many common features that advance or retard the effectiveness of the work. These principles can be discovered through careful and thoughtful study. This is particularly true in a field like advertising, where statistical studies of purchase intentions and behavior have been conducted for a century. One of Scott's finest achievements is his extensive (16 year!) review of this century of existing literature. An experienced reader will quickly notice the huge size of the citation section in the back of the book. Scott patiently works through it, discarding results gained by improper experiments or falsified by better studies since their publication. This leaves his reader with the most reliable literature's data, written by both academics and advertising's greatest practitioners (i.e. David Ogilvy). But this book is not at all a collection of statistics, or some abstract academic study! Scott uses this gathered knowledge base to develop a list of principles which, once understood, act as a sort of checklist. Scott describes his source and intuition for each principle, and cites numerous examples of good, bad and ignored

applications of it. He discusses the success rates of the ads using it and the degree of confidence to which the literature supports that conclusion. In the few cases where the literature is incomplete or inconclusive, Scott says so. What completes the book as a useful manual for the creative practitioner is Scott's insistence on listing the conditions and cases when certain principles do and don't apply. Good professionals in all fields know that "one size does not fit all." Scott describes these conditions for each case, citing the examples and data he used for each principle. This transforms his research into something living and dynamic. The resulting work is highly readable and useful, both as a "straight read-through" and as a reference manual. The division of the book's chapters is very creative, allowing you to master and cite the principles in relevant and intuitive blocks. Special sections are written for areas like TV. The writing is clear, with no need to go into "verbal pyrotechnics" to sell you some new hyped-up advertising theory. Is there any criticism to be made? Yes. From an entertainment point of view, this book stands little chance against the anecdotal pseudo-science language fireworks of most advertising books. Those have the luxury of avoiding the actual realities and data Scott focuses on to push you whatever radical ideas its author came up with to sell more books and win more consultancy engagements from clueless clients. This book by contrast starts with an introduction of Scott's views on advertising and the scientific method before going into a 200+ page long cycle best described as: 1. State principle 2. Present examples 3. Present evidence of effectiveness 4. Discuss conditions and degree of certainty 5. Repeat. I doubt any serious student of advertising will be deterred by this, especially given the quality of the writing and research. In short, the book leaves one with an enormous base of knowledge distilled into immediately applicable form. The structures it provides give the advertiser the loose boundaries and conceptions to put his own creativity into action while maintaining the purpose and effectiveness of his work, much like the "restrictions" of meter and verse forms give the poet the structure and freedom to most beautifully express his thoughts. So if you read one book in advertising, read this one!

I have received benefit from this book equivalent to 100X its price. I am a small business owner and I'm incredibly motivated to get my new business off the ground. I came across this book after reading Cialdini's "Pre-Suasion" and bought it to hone my marketing craft. I can't afford a marketing specialist right now so I thought I might as well try to master marketing myself. If this sounds like you, then definitely buy this book. I read this book every morning over breakfast and take notes. Almost every morning I am struck with inspiration while I read - and this has made my progress through this book very slow, but that's OK; there is a tremendous wealth of information, eye-opening

anecdotes, funny stories, and many interesting tidbits. I love that there is solid research behind each of the advertising principles Prof. Armstrong writes about. This gives me great confidence in applying these principles to my own business. Thank you Prof. Armstrong!

This book has exceeded my expectations. It is extremely dense and packed full of useful things on each and every page. No fluff. If you're working or studying marketing/advertising-this is a must read.

Armstrong, a professor at Wharton, hints in the book that he was trying to create an improved, updated, more scientifically sound version of Ogilvy on Advertising. He succeeded. The writing is concise, and many of the principles he purports to have discovered are surprising. He describes the principle, then cites evidence for it: research and case studies. For example, he shows a Downy ad that didn't follow his principle. Then, Downy changed the ad to follow it, and found that 20% more people remembered the ad, and those people had 30% higher buying intentions. He values methodologically sound science. Where a principle is not supported by studies yet, he'll admit, "This principle is only received wisdom in the advertising industry. It deserves closer study." I recommend this book without qualification; marketing is a discipline that deserves the kind of rigor Armstrong aims for.

It's a classic to be used as a reference. If you are looking for a book full of evidence-based principles of persuasion, this is the book for you. It has an excellent discussion of the principles and an extensive bibliography. Its list of principles in a commented form could become the standard list to check how effectively you communicate.

I'm a current graduate student at UPenn, and was lucky enough to have had the opportunity auditing in professor Armstrong (Our dear Scott)'s marketing classes in advertisement and product management. "Persuasive Advertising" is the textbook that we use in advertisement class, and it is GREAT!! It contains around 190 principles of creating, evaluating, and revising an advertisement piece, which are EXTREMELY useful and practical when we apply to our advertisement creation practice. Unlike other other advertisement book that looks trendy, fancy and cool, but only show you cases that might only successful on certain conditions, professor Armstrong's book "Persuasive Advertising" tells you the basic and essential elements that those successful advertisement reply on. All these principles are not coming from his imagination, but come from his 40 years experience

either in field or in evidence-based research! Most of these principles are evidence based, so they are scientific and proved effective and can be applied to multiple scenarios. Advertisement looks like art and creation, but it is science in essence! All in all, this is a great advertisement book that you definitely want to have besides the classical Ogiliv one ;)

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