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Persuasion in Advertising seeks to explain how advertising works and sets out the strategies for advertizers to adopt for persuasion. Persuasion is often the core of the marketing task and effective advertizing is always persuasive advertizing; however, not all advertizing seeks to persuade. Drawing on empirical research, concepts and case examples from both the US and Europe, this book illustrates how theory is put into practice, offering readers a practical and in-depth guide to the art of advertizing persuasion.