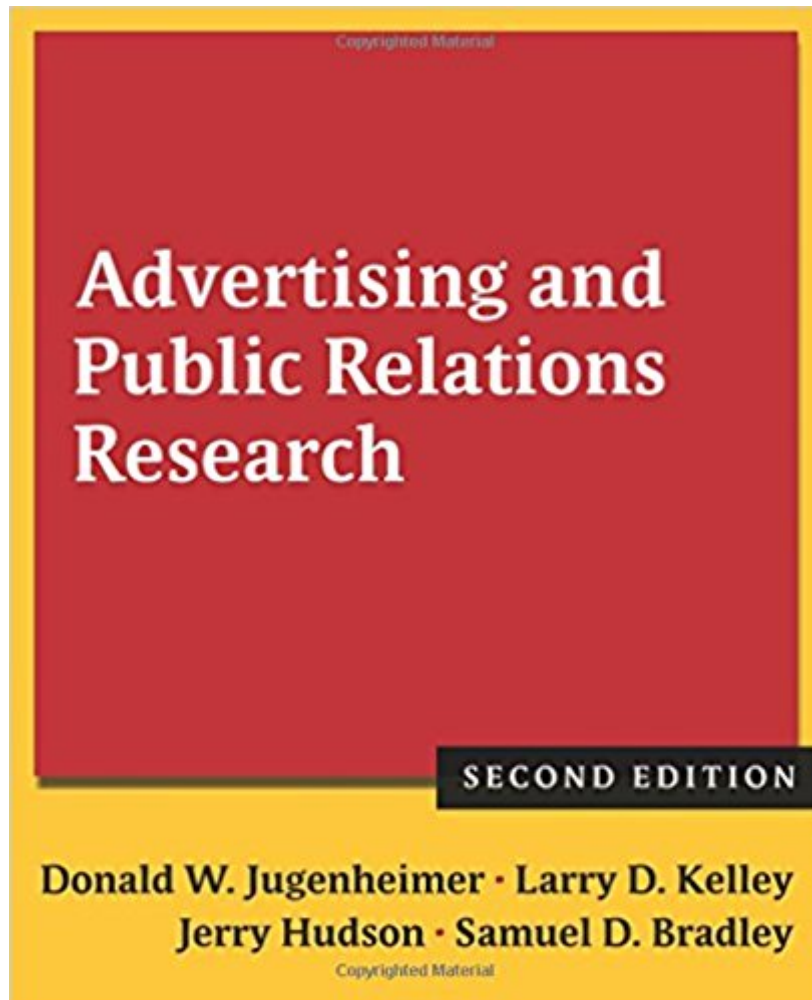




Ebook Directory
the best source of ebook

The book was found

Advertising And Public Relations Research



Synopsis

Designed to serve as a comprehensive, primary text for research methods courses in advertising and/or public relations programs, this book concentrates on the uses and applications of research in advertising and public relations situations. The authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.

Book Information

Paperback: 384 pages

Publisher: Routledge; 2 edition (March 2, 2014)

Language: English

ISBN-10: 0765636069

ISBN-13: 978-0765636065

Product Dimensions: 7.5 x 0.8 x 9.2 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 2.2 out of 5 stars 6 customer reviews

Best Sellers Rank: #35,822 in Books (See Top 100 in Books) #33 in Books > Business & Money > Marketing & Sales > Public Relations #88 in Books > Business & Money > Marketing & Sales > Advertising #89 in Books > Textbooks > Communication & Journalism > Media Studies

Customer Reviews

"The second edition of Advertising and Public Relations Research builds on the strengths of its worthy predecessor and continues to provide a solid foundation in research planning and methodology for undergraduate students in advertising and public relations." --Fred Beard, University of Oklahoma
"One of the biggest challenges of teaching research for advertising and public relations is finding a textbook that addresses the foundation of research methods while also illustrating the relevance and application of research for the professional practice. The second edition of Advertising and Public Relations Research solves this problem, and is the perfect blend of theory and practice." --Kati Tusinski Berg, Marquette University

Donald W. Jugenheimer is an author, researcher, consultant and educator. His specialties are communication, advertising and media management, media economics and advertising media. He has authored or co-authored 20 books. Larry D. Kelley is a Professor of Advertising at the University of Houston, USA. He teaches advertising media planning, advertising account planning, and

principles of advertising, among other classes. He has authored or co-authored 7 books. Jerry Hudson is Professor of Advertising at Texas Tech University, USA. He teaches advertising, electronic media, research methods, and data analysis, and he has published in Health Marketing Quarterly, Journalism Educator, Journalism Quarterly, Social Science Journal and Southwestern Mass Communications Journal. Samuel D. Bradley is Visiting Associate Professor at the University of South Florida, USA. His research has been published in the Journal of Advertising, Media Psychology, Psychology & Marketing, Journal of Consumer Psychology, and Human Communication Research, among others.

This book is required for my class and I can't stand it. It would be interesting to read on its own but for class it does not work well. Answering the questions at the end of the chapters is almost impossible, half of the questions reference a topic or vocabulary word that wasn't even mentioned in the text. I wish my professor had chosen something other than this book, it's making this class a lot harder than it needs to be and adding a layer of complication to the material that doesn't need to be there.

Missing Chapters, some chapters are repeated and miss marked. Very frustrating when trying to use for studying

I had this book for an advertising research course in college and the book is good for a general intro to certain topics but most of it is common knowledge and difficult to read.

This was purchased for a class. It was about as dry as it could possibly be, and I'm someone who actually likes research!

I got this for a PR & advertising research methods class. It was an easy read; the book is pretty straightforward.

This is by far the worst textbook I have ever used, and I've used tons of them. It is confusing, redundant, and boring. The authors include long, rambling, unnecessary "examples" to explain concepts/terms but fail to include the basic definitions as a foundation of understanding. In most cases, to answer the discussion questions at the end of each chapter I had to look the terms or concepts up on the Internet. The material is not organized in any logical way, and concepts are

often partially explained in one chapter, then unnecessarily repeated or elaborated upon (even sometimes contradicted) in another--with no cross-references. It's as if the authors had their own chapters to write and did not collaborate in any way -- or even read each others' chapters. There are numerous grammatical errors, and the writing is just terrible. Explanations are either ridiculously wordy or strangely brief, and they almost never helpful. Their entire description/definition of a combination map (perceptual mapping): "Mix it up. Go wild." One thing that was particularly annoying to me: In Chapter 4, they devote an entire rambling section to the difference between the terms "method" and "methodology," stating that "many researchers refer to their research methodology when they really should use the simpler and more apt term, research method ... careful writers and researchers, however, will want to differentiate between these two common research terms" ... THEN THROUGHOUT THE REST OF THE BOOK they improperly use the word "methodology." It's just awful. Instructors/professors, please, PLEASE find another book to use for your class! Your students do not deserve this torture.

[Download to continue reading...](#)

Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success)
Advertising and Public Relations Research An Overview to the Public Relations Function (Public Relations Collection) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Primer of Public Relations Research, Third Edition Primer of Public Relations Research, Second Edition Using Research in Public Relations: Applications to Program Management Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American

Relations) Organizational Behavior and Public Management, Third Edition, Revised and Expanded
(Public Administration and Public Policy) Globalism and Comparative Public Administration (Public
Administration and Public Policy)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)