



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:

Margaret Barone:

Here thing why this specific Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor) are different and reliable to be yours. First of all reading through a book is good but it really depends in the content of it which is the content is as yummy as food or not. Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor) giving you information deeper including different ways, you can find any publication out there but there is no e-book that similar with Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor). It gives you thrill examining journey, its open up your own eyes about the thing which happened in the world which is perhaps can be happened around you. You can bring everywhere like in playground, café, or even in your way home by train. When you are having difficulties in bringing the printed book maybe the form of Internet Advertising: Theory and Research (Advertising and Consumer Psychology Series: A Series Sponsor) in e-book can be your option.

Linda Henderson:

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Scott Bush:

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Pedro Gonzales:

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