

Title: Science of Advertising Effectiveness

Sub-title: The Analytic Approaches for Practitioners

Video Research Ltd. published a book with the title of "Science of Advertising Effectiveness", in which they advocate Advertising Communication Effectiveness based on the research data they collected.

In the book, they have made a practical verification of 'Reevaluating the role of advertising media', 'Reexamining an advertising effectiveness model', 'Auditing advertising effectiveness', process by process of advertisement and introduced a new model of media planning. Also in the subject book, Market ContactAudit[®](MCA[®]) was introduced in Chap.14 and Chap.15 as an example of Market ContactAudit as applied in Japan.

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