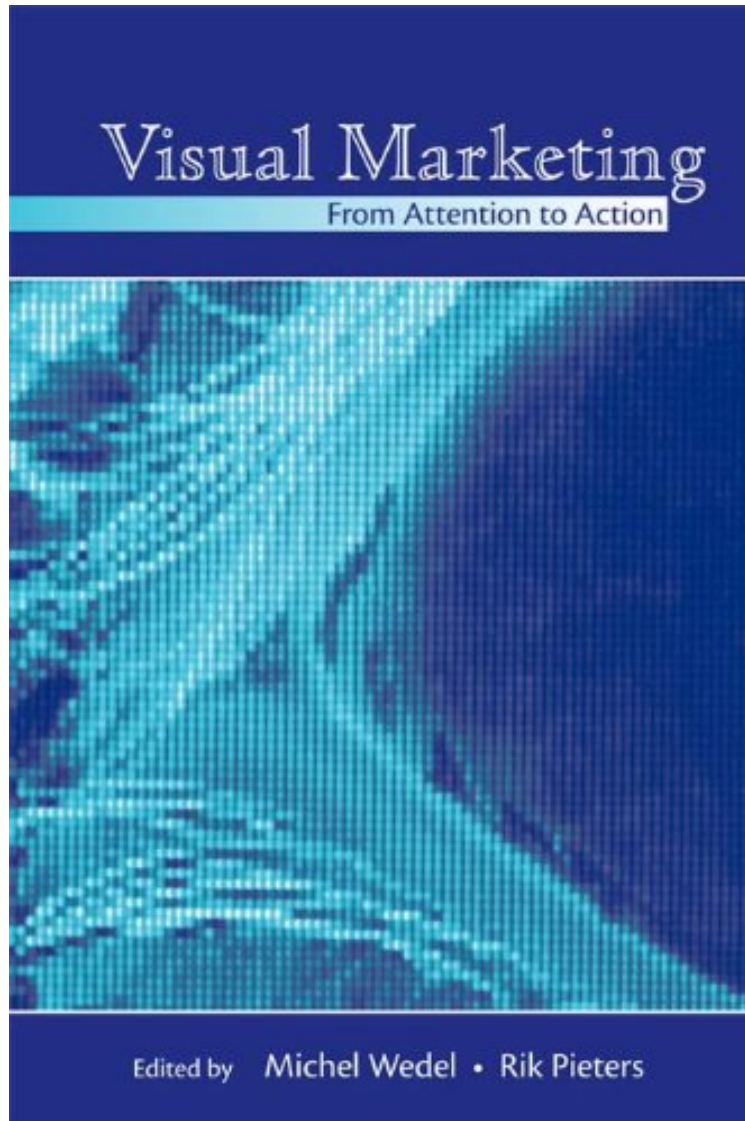


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Visual Marketing: From Attention to Action (Marketing and Consumer Psychology Series)

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From Psychology Press : Visual Marketing: From Attention to Action (Marketing and Consumer Psychology Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Visual Marketing: From Attention to Action (Marketing and Consumer Psychology Series):

1 of 1 people found the following review helpful. Research based information.By CustomerThis book is a compilation of research that relates to visual marketing. The field is still fairly new when it comes to scholarly information. This is an excellent book for marketing professionals or students.

This comprehensive volume aims to further research and theory development in visual marketing. By bringing together leading researchers in the field, it strives to contribute to the establishment of visual marketing as a coherent discipline. The chapters represent an array of issues in visual marketing. They address three areas in theory: attention and perception, visual cognition and action and choice. The chapters go beyond what is known, and offer in many cases a more speculative and visionary account of the directions that visual marketing research could and should take. Rather than being confined to advertising only, this new volume shows how visual marketing permeates almost all consumer and marketing activities. It will be of interest to undergraduate and graduate students in marketing, management, industrial design, and consumer and social psychology. Professional practitioners, especially those involved with marketing communications, retail, and in store marketing and market research, will also benefit from the empirically based and innovative ideas put forth in this book.

"Although vision is perhaps the primary human sensory modality, vision research is perhaps the most advanced of research on sensory systems, and marketers provide a multitude of visual information to consumers via ads, packaging, and other media, ironically we know relatively little about how visual information affects consumers. This volume takes a large step toward addressing that lack of knowledge by providing both conceptual approaches and applications that point the way toward developing a science of visual marketing. This is an important contribution that should stimulate thinking and research in this crucial domain." - Jim Bettman, Duke University, Fuqua School of Business, USA "Wedel and Pieters, two prominent applied researchers in their own right, have assembled a diverse group of world-class contributors to the emerging synergistic field of Visual Marketing. This volume constitutes a major new landmark for guiding future investigations at the interface between basic applied research in Vision Science, Cognitive Psychology and Social Economic Behavior. Readers will find a powerful synthesis of detailed empirical data and sophisticated theoretical modeling about how analyses of human eye movements, visual search, selective attention, scene perception, reading, memory, judgment, motivation and decision making may help optimize the design of pictorial and print advertisements, product packages, shelf displays, shopping environments, and other principal aspects of the commercial market place." - David E. Meyer, University of Michigan, USA