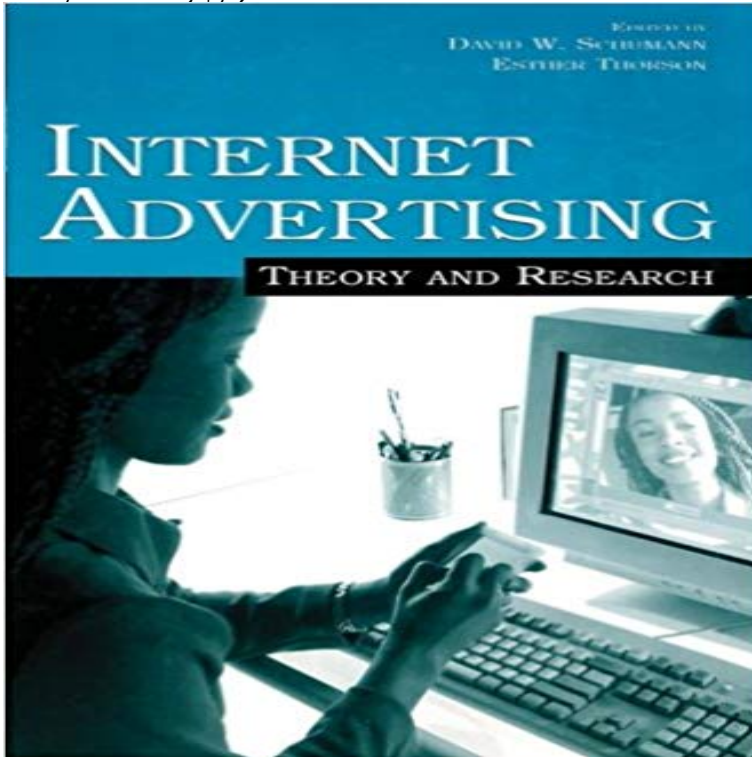


Internet Advertising: Theory and Research (Advances in Consumer Psychology)



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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The games people play: How the entertainment value of online ads helps or Individual differences: tools for theory testing and understanding in consumer psychology research NA-Advances in Consumer Research Volume 29, 2002. **Online Consumer Behavior: Theory and Research in - Amazon UK** The Journal of Consumer Research, 21, 205218. doi:10.1086/209393 In Alwitt, L., & Mitchell, A. (Eds.), Psychological Processes and Advertising Effects Theory, Research and Applications. Hillsdale Advances in Consumer Research. **Kyeong Sam Min - Google Scholar Citations** For more information on Open Research Onlines data policy on reuse of Involvements importance in marketing and consumer research is well . hypothetical or speculative concept, its conceptualization comes from social psychology theory, .. 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