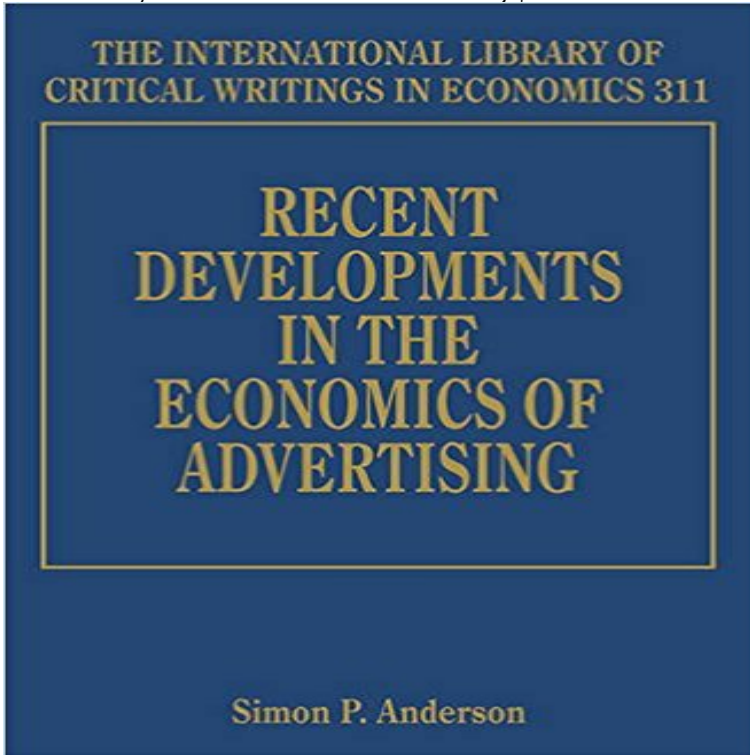


Recent Developments in the Economics of Advertising (The International Library of Critical Writings in Economics series, #311)



The collection brings together important papers in the economics of advertising that have appeared in the new millennium. It covers embellishments of established theories, newer theories, and empirical testing of both. Topics include informative, persuasive, and comparative advertising, content analysis, targeting, information congestion, signaling, and information disclosure. Scholars of marketing and economics will find here a back-drop of the field as well as recent advances made. Along with an original introduction by Professor Anderson, this timely volume will be an invaluable source of reference for all marketing and economics academics. 74 articles, dating from 1881 to 2012. Contributors include: D. Akerberg, J. Dube, E. Glaeser, G. Iyer, J. Johnson, D. Myatt, M. Peitz, R. Shachar, G. Shaffer, J. Villas-Boas

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