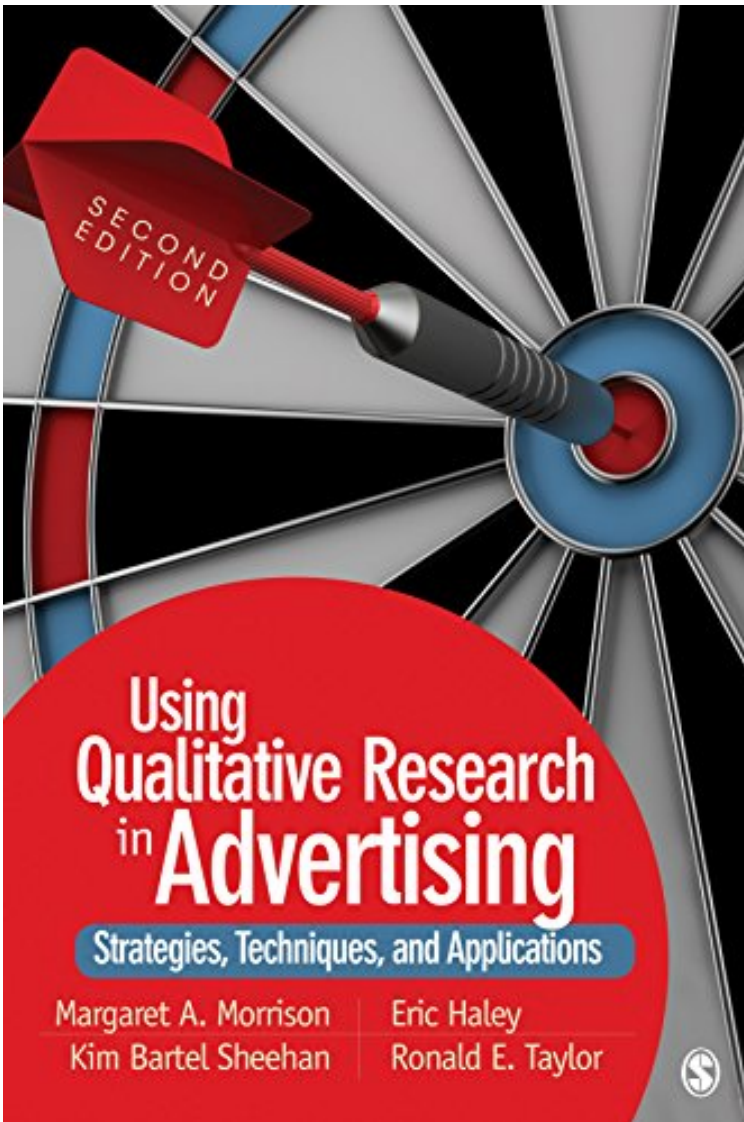


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# Using Qualitative Research in Advertising: Strategies, Techniques, and Applications



*Par Margaret A. Morrison, Eric E. Haley,  
Kim B. Sheehan, Ronald E. Taylor*  
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## Description :

Prsentation de l'diteur This Second Edition remains the only book to discuss both theory and application of qualitative research techniques to inspire great advertising and build strong brands. Using a step-by-step approach created for students considering advertising careers and for those currently working in the advertising industry, this book explains what qualitative research techniques are designed to do. The text describes how these techniques aid in uncovering insights useful for advertising strategy development, creative development, and post-campaign evaluation. Practical information and discussions on interviewing, projective techniques, focus groups, and online/social media applications positioned within a theoretical

context illustrate the value of qualitative research in the real world. Presentation de l'auteur This Second Edition remains the only book to discuss both theory and application of qualitative research techniques to inspire great advertising and build strong brands. Using a step-by-step approach created for students considering advertising careers and for those currently working in the advertising industry, this book explains what qualitative research techniques are designed to do. The text describes how these techniques aid in uncovering insights useful for advertising strategy development, creative development, and post-campaign evaluation. Practical information and discussions on interviewing, projective techniques, focus groups, and online/social media applications positioned within a theoretical context illustrate the value of qualitative research in the real world. Biographie de l'auteur Margaret A. Morrison is Assistant Professor in the Department of Advertising at the University of Tennessee. She received her Ph.D. from The University of Georgia in 1996. She has taught classes in media planning, creative strategy, advertising management and advertising campaigns at Tennessee since 1995. Her work has appeared in *Journal of Broadcasting and Electronic Media*, *Journal of Advertising*, and *Critical Studies in Mass Communication*. Eric Haley is Associate Professor in the Department of Advertising at the University of Tennessee. He received his Ph.D. from The University of Georgia in 1992. He teaches a variety of advertising courses and a doctoral seminar in qualitative research. He is an active research consultant helping national clients with custom research information needs. His publications have appeared in the *Journal of Advertising* and the *Journal of Current Issues and Research in Advertising*. Kim Sheehan is Assistant Professor at the University of Oregon's School of Journalism and Communication. She received the Ph.D. from the University of Tennessee in 1998. Her teaching and research interests include online consumer behavior and research methods, and advertising creative strategy. Her research has appeared in *Journal of Advertising*, *Journal of Advertising Research*, and the *Journal of Public Policy and Marketing*. Ronald E. Taylor is Professor and Head of the Department of Advertising at the University of Tennessee. He earned an A.B. in Journalism at the University of North Carolina at Chapel Hill and an M.S. in Advertising and a Ph.D. in Communication at the University of Illinois at Urbana-Champaign. He has taught a course in qualitative research methods at Tennessee for the past 15 years.