



# The Ultimate Secrets of Advertising

*John Philip Jones*

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# The Ultimate Secrets of Advertising

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## **The Ultimate Secrets of Advertising** John Philip Jones

This book is based on state-of-the-art research, including pure single-source research, consumer panel research, a predictive technique to pre-test television commercials, econometric evaluation, and studies of market and brand aggregates. Although the data in the book is based on sound samples and proven measurement techniques, they are explained with the simplest mathematics and the clearest prose.

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