

Effective Advertising: Understanding When, How, and Why Advertising Works (Marketing for a New Century)

By Gerard J. Tellis

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Understanding Effective Advertising: How, When, and Why Advertising Works reviews and summarizes an extensive body of research on advertising effectiveness. In particular, it summarizes what we know today on when, how, and why advertising works. The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice, sales, and market share. In addition, the book reviews research on the rich variety of ad appeals, and suggests which appeals work, and when, how, and why they work.

The first comprehensive book on advertising effectiveness, **Understanding Effective Advertising** reviews over 50 years of research in the fields of advertising, marketing, consumer behavior, and psychology. It covers all aspects of advertising and its effect on sales, including sales elasticity, carryover effects, content effects, and effects of frequency. Author Gerard J. Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising.

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Editorial Review

Review

“Tellis has done a remarkable job. He has brought together an amazingly diverse literature. Unlike some other sources that claim to be able to measure the effects of advertising, Tellis's thoroughness and ability to understand and convey results of various experiments and statistical analyses helps the reader to separate the wheat from the chaff. Any student of advertising, whether new to the field or a seasoned veteran executive or researcher, should read this book.”

(Alan G. Sawyer)

"Tellis offers incredible insight into understanding when, how, and why advertising works - all in fewer that 200 pages! Drawing from an extensive review of the literature, Tellis synthesizes results into a highly readable set of conclusions, focusing on advertising's effects on behavior and sales / market share that result from initial and subsequent exposures." (Choice)

About the Author

Gerard J. Tellis Jerry & Nancy Neely Chair in American Enterprise. He has a Ph.D. in Business Administration from the University of Michigan (Ann Arbor). His bachelor's degree is in chemistry and his master's is in business administration. Previously he worked as a Sales Development Manager for Johnson & Johnson, where he was responsible for brand management, new product introduction and sales staff planning. He joined USC's Marketing Department in 1989 as an associate professor, and was promoted to professor in Spring 1993.

Professor Tellis is an expert in advertising & promotion, pricing and entry into new markets. He has published widely on these topics in many journals including the *Journal of Marketing, Journal of Marketing Research, Journal of Advertising Research, Marketing Science* and *Sloan Management Review.* His research on advertising has been noted in the professional and popular press, both nationally and internationally. He has won several awards for his research and teaching. In particular, he has recently won the Maynard Award for most significant contribution to Marketing thought in the *Journal of Marketing,* the Odell Award 1998 for best paper in the *Journal of Marketing Research,* and the Bass Award for best paper in *Marketing Science.* His recent book, *Will and Vision: How Latecomers Grow to Dominate Markets,* (co-authored with Peter Golder), was rated by *Harvard Business Review* as one of the best business books of 2001. He is on the editorial review board of the *Journal of Marketing Research.*

At USC, Professor Tellis teaches courses on Advertising & Promotion Strategy, Marketing Models and Philosophy of Marketing Science.

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