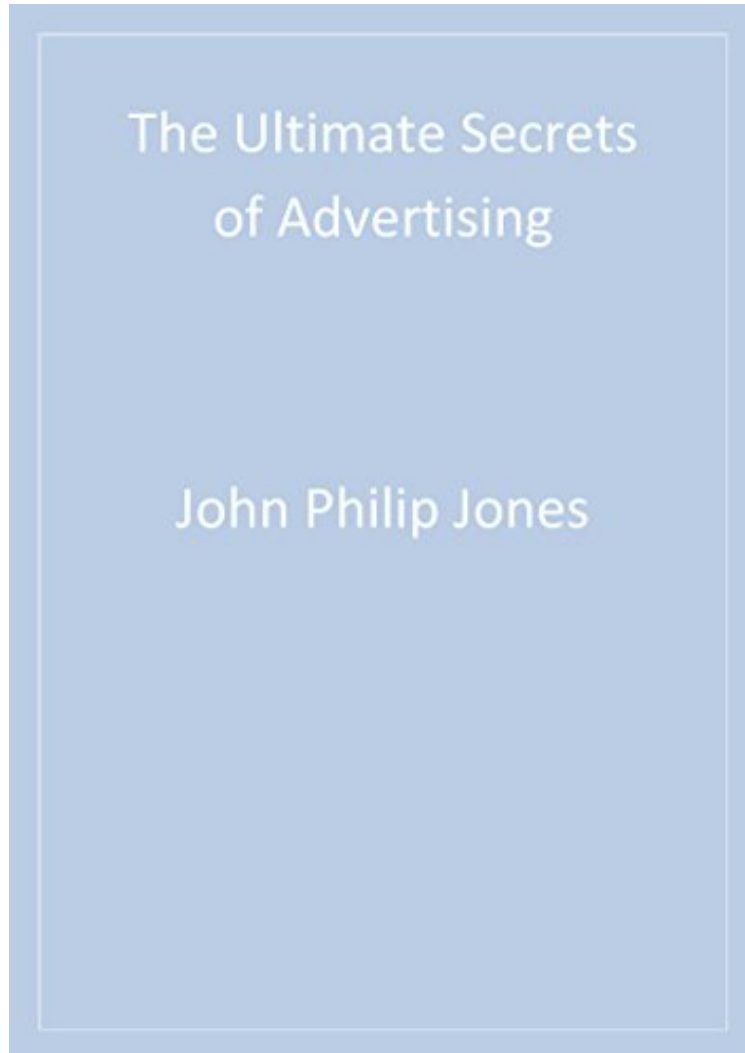


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The Ultimate Secrets of Advertising

John Philip Jones

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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.

"John Philip Jones's new book is a provocative and lively challenge to much conventional advertising practice." --

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His new Gatekeeper model gives his thesis some real teeth and provides marketers and agencies with an invaluable tool to harness creativity profitably on behalf of brands.---HAMISH PRINGLE "John Philip Jones's new book is a provocative and lively challenge to much conventional advertising practice." (PAUL FELDWICK) "Professor John Philip Jones is more than a fine teacher, he is an exceptional thinker. John at last brings structure, clarity, and understanding to the murky business of how advertising contributes to brand profits. Reading his new book I found myself nodding 'yes, yes, yes' to things I had never read before." (ERWIN EPHRON) "John Phillip Jones has set himself the highest hurdle there is how to make advertising accountable. His argument is precise, and his language entertaining and intelligent, making this quest an essential, provocative and delightfully enjoyable voyage for professionals and students alike. Read it." (ANDREW FENNING) "Building on his original single-source data analysis, Jones demonstrates in depth the potential power of advertising ideas. His new Gatekeeper model gives his thesis some real teeth and provides marketers and agencies with an invaluable tool to harness creativity profitably on behalf of brands." (HAMISH PRINGLE) About the Author John Philip Jones entered academe in 1981 after a 25-year career in advertising with J. Walter Thompson in Europe, is a tenured Professor in the Newhouse School at Syracuse University, and was Chairman of the Advertising Department for seven years. He has published ten books on advertising and numerous journal articles, and his work has been translated into German, Spanish, Japanese, Korean, Chinese, Portuguese, Turkish and Arabic. In 1991, John Philip Jones was named by the American Advertising Federation as the Distinguished Advertising Educator of the Year. In the same year he became a member of the Council of Judges of the Advertising Hall of Fame. In 1994, he was elected a member of the National Advertising Board. In 1996, he received a major award from Cowles Business Media and the American Association of Advertising Agencies for leadership in the media field. There were two prize winners, the other being NBC Sports. He received the Telmar Award in 1997, for extending the concept of Short-Term Advertising Strength (STAS) from television to print media. In 2001, he received the Syracuse University Chancellor's Citation for Exceptional Academic Achievement.