

New Titles in

consumer psychology

2009



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Brand Meaning

Mark Batey

Sr. Vice President, DraftFCB Latin America, USA



"A most thought-full book. Must reading for everyone who studies or manages brands. It is well reasoned and very practical."

- **Gerald Zaltman, Professor of Marketing, Harvard Business School**

"A thorough, wide-ranging book, which nicely integrates major theories and concepts of consumer behavior from the distinctive viewpoint of brand meaning."

- **Bernd Schmitt, Professor of International Business, Columbia Business School, Author of Big Think Strategy**

"For any Brand Manager or related brand developer, this book is a fantastic read in which one can readily access and benefit from Batey's years of intimate experience and profound understanding of what makes a brand resonate. While the first part of the book expounds on the human element behind brands and brand motivation, the latter half shows how to put this depth of study into action... Read it and apply it. It is spot on." - **David Comeau, V.P. Strategy, Kraft Foods, USA**

"Brand Meaning represents an important contribution to the marketing literature on brands." - **Allan J. Kimmel, Professor of Marketing at ESCP-EAP, European School of Management, Paris**

"Feels like an important book on branding – maybe as important as David Aaker's book was in the late 1990s" - **Alice Sylvester, Partner, Sequent Partners and former agency planning director (Y&R, Leo Burnett, JWT)**

"Amazing book. Astonishing example of branding knowledge. Mark Batey presents a book that he might

have also called: Brand Bible. These 250 pages consist of chapters that cover branding discipline par excellence. There are no unnecessary sentences, no unnecessary details, no unnecessary stories, and no unnecessary anecdotes. Purely scientific knowledge. This book really stands out." - **Bartolomeo Rafael Bialas, PhD scholar and brand consultant**

How a company 'positions' a brand is not necessarily how the consumer perceives that brand. Brands allow marketers to add meaning to products and services, but it is consumers who ultimately determine what a brand means. The sources of brand meaning are many and varied, as are the ways in which meanings become attached to brands.

Brand Meaning takes a comprehensive and holistic look at how consumers find and create meaning in brands. It explores the fundamental conscious and unconscious elements that connect people with products and brands. Traditional marketing concepts are questioned, and a new brand meaning framework is put forward. The book lays out new and fertile territory for the understanding of how brands can both assimilate and provide meaning. It will leave readers with a better appreciation of what brand means and what brands mean.

Primarily intended as a supplemental reader for undergraduate, graduate and MBA courses, the book's scope should also make it rewarding and valuable reading for practitioners in the fields of marketing and advertising.

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Introduction. 1. About Brands. 2. Human Motivation: How and Why We Seek Meaning. 3. Perception. 4. The Meaning of Things. 5. Brand Meaning: Definition and Directions. 6. Brand Meaning and Brand Strategy. 7. The Evolution of Brand Meaning. 8. Brand Communication.

February 2008: 6x9: 280pp
Hb: 978-0-8058-6454-0: \$59.95
Pb: 978-0-8058-6455-7: \$29.95

FORTHCOMING FALL 2009!

Sensory Marketing

Psychological Research for Consumers

Aradhna Krishna

Hb: 978-1-84169-753-6: \$80.00

Pb: 978-1-84169-889-2: \$29.95

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The Aging Consumer

Perspectives from Psychology and Economics

Aimee Drolet, Norbert Schwarz & Carolyn Yoon (Eds.)

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Series: Marketing and Consumer Psychology

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Contemporary Branding Issues

A Research Perspective

Barbara Loken, Rohini Ahluwalia & Michael J. Houston (Eds.)

Hb: 978-1-84169-759-8: \$80.00

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The Connected Customer

The Changing Nature of Consumer and Business Markets

Stefan H.K. Wuyts, Marnik G. Dekimpe, Els Gijbrecchts & F.G.M (Rik) Pieters (Eds.)

Hb: 978-1-84872-837-0: \$79.95

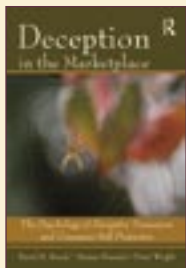
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FORTHCOMING!

Deception In The Marketplace

The Psychology of Deceptive Persuasion and Consumer Self-Protection

David Boush, Marian Friestad, Peter Wright,
University of Oregon, USA



"A remarkable piece of work. Thought provoking and illuminating. This will be an influential book, critical for anyone studying marketplace deception. It will stretch your mind." - **Jennifer Aaker, General Atlantic Professor of Marketing, Stanford University**

"Consumers today are inundated at every turn by complex and subtle forms of marketplace

deception that they are ill-prepared to detect or deflect. This book by three of the most reputed scholars on persuasion is not only timely, but also thorough, insightful, and practical. It broadens and deepens the concept of marketplace deception through its review of relevant social science, while it also extends and specifies the range of skills that consumers of all ages must acquire to safeguard their best self-interests. This book should be must-reading for ethical leaders in professional marketing associations, for regulators and policy administrators, and for educators of the next generations of consumers." - **David Glen Mick, R.H. Carter Professor of Marketing, University of Virginia**

This is the first scholarly book to fully address the topics of the psychology of deceptive persuasion in the marketplace and consumer self-protection. Deception permeates the American marketplace. Deceptive marketing harms consumers' health, welfare and financial resources, reduces people's privacy and self-esteem, and ultimately undermines trust in society.

Individual consumers must try to protect themselves from marketers' misleading communications by acquiring personal marketplace deception-protection skills that go beyond reliance on legal or regulatory protections. Understanding the psychology of deceptive persuasion and consumer self-protection should be a central goal for future consumer behavior research.

The authors explore these questions. What makes persuasive communications misleading and deceptive? How do marketing managers decide to prevent or practice deception in planning their campaigns? What skills must consumers acquire to effectively cope with marketers' deception tactics? What does research tell us about how people detect, neutralize and resist misleading persuasion attempts? What does research suggest about how to teach marketplace deception protection skills to adolescents and adults?

Chapters cover theoretical perspectives on deceptive persuasion; different types of deception tactics; how deception-minded marketers think; prior research on how people cope with deceptiveness; the nature of marketplace deception protection skills; how people develop deception protection skills in adolescence and adulthood; prior research on teaching consumers marketplace deception protection skills; and societal issues such as regulatory frontiers, societal trust, and consumer education practices.

This unique book is intended for scholars and researchers. It should be essential reading for upper level and graduate courses in consumer behavior, social psychology, communication, and marketing. Marketing practitioners and marketplace regulators will find it stimulating and authoritative, as will social scientists and educators who are concerned with consumer welfare.

April 2009: 6x9: 216pp
Hb: 978-0-8058-6086-3: \$59.95
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Handbook of Consumer Psychology

Curtis P. Haugtvedt, Ohio State University, USA;
Paul M. Herr, University of Colorado at Boulder,
USA; Frank R. Kardes, University of Cincinnati,
USA (Eds.)

Series: Marketing and Consumer Psychology



"The Handbook of Consumer Psychology, edited by Haugtvedt, Herr, and Kardes, is a superb collection of chapters on the most important topics in consumer psychology, written by the world's leading experts on these topics. Chapters from Kassarijian and Robertson's (1991) edited Handbook of Consumer Behavior proved to be a mainstay for consumer behavior

Ph.D. seminars for a decade. I expect the Handbook of Consumer Psychology to play a similar role for established researchers and graduate students over the next decade." - **John G. Lynch, The Fuqua School of Business, Duke University**

"This Handbook assembles a superb slate of top researchers who expertly explore the field of Consumer Psychology with impressive depth and breadth. From classic perspectives (such as information processing, attitudes, motivation, and behavioral decision research) to up-to-the minute cutting-edge research areas (from well-being to neuroeconomics), this Handbook has everything one could ask, and more. This book is truly a must for anyone with an interest in why people consume." - **Joseph Priestler, Marshall School of Business, University of Southern California**

This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology. Although these researchers are housed in different academic departments (i.e., marketing, psychology, advertising, communications) all have the common goal of attaining a better scientific understanding of cognitive, affective, and behavioral responses to products and services, the marketing of these products and services, and societal and ethical concerns associated with marketing processes. Consumer psychology is a discipline at the interface of marketing, advertising and psychology. The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts.

The Handbook presents state-of-the-art research as well as providing a place for authors to put forward suggestions for future research and practice. The Handbook is most appropriate for graduate level courses in marketing, psychology, communications, consumer behavior and advertising.

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February 2008: 7x10: 1280pp
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Consumer Behavior and Advertising Involvement

Selected works of **Herbert E. Krugman** –
 Readings assembled by **Edward Krugman**

Series: **Marketing and Consumer Psychology**



"I think the compilation of Krugman's work is great. Where can I buy one right now?? The breadth of his topics is wonderful, touching on many important persuasion topics in Consumer Behavior, media and advertising. His work spans almost four decades, going back to the post war days and propaganda and forward to the media and advertising studies in the 70s and

80s." - **David Schumann, University of Tennessee**

This book is an honor to the many important contributions of Herbert Krugman, past president of APA, The Division of Consumer Psychology and The Association for Public Opinions Research.

This reader contains his selected works in Consumer Behavior and Advertising which combine insights from Cognitive Psychology, Social Psychology and Survey Methodology.

William Wells, University of Minnesota, has provided the foreword and section overviews for the book which will help it appeal to all academics and students of consumer research.

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Editor's Note. Foreword by *William D. Wells*. **Section I: Themes.** 1. The Learning of Tastes. 2. The Learning of Consumer Preference. 3. An Application of Learning Theory to TV Copy Testing. 4. Some Applications of Pupil Measurement. 5. A Comparison of Physical and Verbal Responses to Television Commercials. 6. The Impact of Television Advertising: Learning Without Involvement. 7. The Measurement of Advertising Involvement. 8. Psychological Perspectives in Marketing Strategy. 9. Processes Underlying Exposure to Advertising. 10. Television and Trust in Rationality. 11. What's a Krugman Connection? **Section II: Brain Waves.** 12. Flicker Fusion Frequency as a Function of Anxiety Reaction: An Exploratory Study. 13. Passive Learning from Television. 14. Mass Media and Mental Maturity. 15. "Temporary" Effects of Communication. 16. Brain Wave Measures of Media Involvement. 17. Why Three Exposures May Be Enough. 18. What Makes Advertising Effective? 19. Memory Without Recall, Exposure Without Perception. 20. Toward an Ideal TV Pre-Test. 21. The Two Brains: New Evidence on TV Impact. 22. Media Imagery: Perception After Exposure. 23. A Question of Speed of Communications. 24. Sustained Viewing of Television. 25. The Effective Use of Physiological Measurement in Advertising Research. 26. Next Steps - A Productive Approach to Measuring Effective Frequency. 27. The Two Futures of Advertising Research: Images vs. Messages. 28. Beyond Recall. 29. Measuring Memory: An Industry Dilemma. 30. A Personal Retrospective on the Use of Physiological Measures of Advertising Response. **Section III: Corporate Advertising.** 31. Adapting Existing Survey Data Banks to Social Indicator Purposes. 32. Innovations in Public Opinion Research. 33. Public Attitudes Toward Private Enterprise and Business. 34. How to Misinterpret Public Opinion Research and Underestimate the Potential of Corporate Advertising. 35. Understanding Public Response to Massive New Technologies. 36. Measuring Progress. 37. Tracking the Effects of Corporate Advertising. 38. Corporate Advertising as "Thought Provoking" Messages. 39. Repetition Revisited: Application of the Three Exposure Theory to Corporate Advertising. 40. Television Program Interest and Commercial Interruption. **Section IV: Methods and Observations.** 41. The "Draw a Supermarket" Technique. 42. The Role of Magazines in America: Today and Tomorrow. 43. Fast Learning and Slow Forgetting of Advertising Campaigns. 44. Limits of Attention to Advertising. 45. High Resolution Television and Video Games of the Future: Some Psychological Implications. 46. Some Consequences of High Definition Television. 47. Consumer Behavior. 48. Sociology and Consumer Behavior. 49. Pavlov's Dog and the Future of Consumer Psychology.

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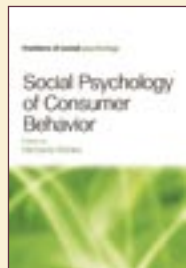
NEW!

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Michaela Wänke (Ed.)

Universität Basel, Switzerland

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volume is two-fold. On the one hand, the application of Social Psychology to consumer behavior is meant to broaden the horizon of social psychologists. On the other hand, students and researchers of consumer behavior will be offered an advanced account of relevant theories tailored to their interests. Whereas the range of topics is rather broad, including the construal of judgments and decisions, affective and cognitive feelings, social and media influences, and goals and self-regulation, each chapter is focused on one specific theoretical or methodological perspective and thereby gives a comprehensive and penetrative account of the relevant issues and the respective research.

December 2008: 6x9: 385pp

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Brick & Mortar Shopping in the 21st Century

Tina M. Lowrey (Ed.)

University of Texas-San Antonio, USA

Series: *Advertising and Consumer Psychology*,
Sponsored by the Society for Consumer Psychology



This volume advances the field of consumer psychology by covering the e-tail vs. traditional retail discussion from a 21st Century perspective. Topics include:

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- **Third party influences on shopping decisions**
- **Synergies between brick and mortar retailers and their electronic counterparts.**

This volume will be of interest to both marketing professionals and graduate students in the areas of advertising, retailing, consumer behavior, marketing communications and psychology.

2007: 6x9: 312pp

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ALSO OF INTEREST!

Attitudes

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Russell H. Fazio & Richard E. Petty (Eds.)

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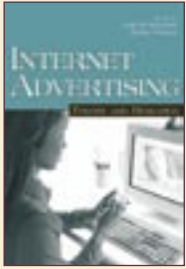
Internet Advertising

Theory and Research

David W. Schumann, University of Tennessee at Knoxville, USA

Esther Thorson, University of Missouri/Columbia, USA (Eds.)

Series: Advertising and Consumer Psychology,
Sponsored by the Society for Consumer Psychology



"I enjoyed the first edition of this volume very much. Five years ago, we (researchers) were just starting to figure out "what to do" with this behemoth called the Internet. Five years later, I think it is safe to say that many advertisers and academics have figured out how to integrate the Internet and the Web into what we do every day. That does not mean that all advertisers do it well... The editors

have included some of the key researchers in these areas as part of the group contributing to this volume. While many books address online marketing, very few address advertising in particular." - **Kim Sheehan, University of Oregon**

"If you are looking for a compilation of previous research on Internet advertising, from theory to specific areas of interest, Internet Advertising: Theory and Research is what you've been looking for. This book does a great job of examining Internet advertising theory, discussing its history, and compiling selections representative of recent trends by reviewing published research." - **Brian Higley, Kira L. Schwabe & Brian J. Mistler, PsycCRITIQUES**

Building on the research presented in their previous edition, *Advertising and the World Wide Web* (1999), editors David W. Schumann and Esther Thorson offer the expertise of active scholars in the area of Internet advertising in this new volume, and allow readers to reflect on the ever-changing nature of the Internet. *Internet Advertising* marks this important point in history, taking into account the state of practice, theoretical conceptualizations, empirical research, creative typologies, and potential considerations.

Nearly all chapters are in the form of integrated reviews of theory and research, which provide a source of both previous knowledge, as well as future focus for advertising strategy. The volume is arranged in four sections covering:

- The foundations of Internet advertising theory
- Consumer response to Internet advertising
- Topical areas in which Internet advertising has significant influence on the consumer
- Human needs and trends that will likely have significant impact on the future of Internet advertising.

This contemporary analysis of Internet advertising will appeal to all practitioners and "students" of the Internet, and will effectively suit courses taught in this area.

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Learning From Winners

How the ARF Ogilvy Award Winners Use Market Research to Create Advertising Success

Raymond Pettit
Wirthlin Worldwide



"Nowhere has there ever been such a thorough and thoughtful review and explication of the best of the best in advertising research." - **Dee Alsop, Group President, Harris Interactive**

This book demonstrates how the best companies use the creative application of research, done up front, to produce the big ideas with significant impact on the

market and on the people, employees, partners, retailers and customers. Readers of this book will experience how brand managers and their agencies use the right research to drive new brand insights, re-define problems or markets, support risk-taking ideas, and illuminate diverse audiences. This book will be an invaluable resource for business executives looking for market strategy, consumer psychologists, teachers, students, and practitioners looking for a trusted guide for study in advertising, marketing and promotion.

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D. Allsoft, Preface. S. Kim, Foreword. Introduction: Prologue.

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Consumer Culture, Identity and Well-Being

The Search for the 'Good Life' and the 'Body Perfect'

Helga Dittmar
University of Sussex, UK

Series: European Monographs in Social Psychology



"Dr. Dittmar has done us a great service by writing a book on the importance of 'consuming' to society and to individual identity and well-being that is both scholarly and accessible. The book tackles some tough questions regarding who and what people want to be, how they go about constructing their 'selves', and just what is it that people want from life and why. I wish more research psychologists were writing books like this" -

James E. Maddux, George Mason University

"Dittmar's book provides a valuable review of her ground-breaking psychological studies of consumer culture. In my mind, the book's strongest contribution is its explication of how identity-related processes help explain the damage that occurs when individuals take on the materialistic values and unhealthy body images encouraged in our contemporary world." - **Tim Kasser, Knox College**

"Consumer Culture, Identity and Well-Being: The Search for the 'Good Life' and the 'Body Perfect' discusses an important and timely issue - the psychological impact of mass consumption that visibly pervades our consumer culture... The author makes a contribution by focusing on identity." - **Candice R. Hollenbeck & George M. Zinkhan, PsycCRITIQUES**

Advertising, materialism and consumption are central aspects of contemporary Western culture. We are bombarded with idealized images of the perfect body, desirable consumer goods, and affluent lifestyles, yet psychology is only just beginning to take account of the profound influence these consumer culture ideals have on individuals' sense of identity and worth.

Consumer Culture, Identity, and Well-Being documents the negative psychological impact consumer culture can have on how individuals view themselves and on their emotional welfare. It looks at the social psychological dimensions of having, buying and wanting material goods, as well as the pursuit of media-hyped appearance ideals. In particular, it focuses on:

- The purchasing of material goods as a means of expressing and seeking identity, and the negative consequences of this
- Psychological buying motivations in

conventional buying environments and on the Internet

- **The unrealistic socio-cultural beauty ideals embodied by idealized models, which for women is typically expressed as ultra-thinness and for men as muscularity, and how this creates body dissatisfaction.**

Throughout, different approaches from social psychology are integrated, such as self-completion, self-discrepancy and value theory, to create a comprehensive theoretical framework for understanding the impact of internalizing core consumer culture ideals on how individuals see themselves and the implications this has for their psychological and physical health.

Consumer Culture, Identity, and Well-Being will be of interest to anybody who wants to find out more about the psychological effects of living in modern consumer societies on children, adolescents, and adults. More specifically, it will be of interest to students and researchers in social psychology, sociology, media studies, communication and other social sciences, as well as to psychologists, health workers, and practitioners interested in the topics of identity, consumption pathologies, body image, and body-related behaviors.

CONTENTS

1. Understanding the Impact of Consumer Culture. 2. To Have is to Be? Psychological Functions of Material Possessions. 3. Consuming Passions? Psychological Motives for Buying Consumer Goods. 4. Is this as Good as it Gets? Materialistic Values and Well-Being. 5. I Shop Therefore I Am? Compulsive Buying and Identity-Seeking. 6. Does Size Matter? The Impact of Ultra-Thin Media Models on Women's Body Image and on Advertising Effectiveness. 7. Think 'Ideal' and Feel Bad? Using Self-Discrepancies to Understand Negative Media Effects. 8. What is Beautiful and Who is 'Cool'? Consumer Culture and Socialisation. 9. What is the Price of Consumer Culture? Consequences, Implications, and the Cage Within.

2007: 61/4x9 1/4: 296pp
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Visual Marketing

From Attention to Action

Michel Wedel, University of Maryland, USA
Rik Pieters, Tilburg University, Tilburg, Netherlands (Eds.)

Series: Marketing and Consumer Psychology



"Although vision is perhaps the primary human sensory modality, vision research is perhaps the most advanced of research on sensory systems, and marketers provide a multitude of visual information to consumers via ads, packaging, and other media, ironically we know relatively little about how visual information affects consumers. This volume takes a large step toward addressing

that lack of knowledge by providing both conceptual approaches and applications that point the way toward developing a science of visual marketing. This is an important contribution that should stimulate thinking and research in this crucial domain." - **Jim Bettman, Duke University, Fuqua School of Business**

"Wedel and Pieters, two prominent applied researchers in their own right, have assembled a diverse group of world-class contributors to the emerging synergistic field of Visual Marketing. This volume constitutes a major new landmark for guiding future investigations at the interface between basic applied research in Vision Science, Cognitive Psychology and Social Economic Behavior. Readers will find a powerful synthesis of detailed empirical data and sophisticated theoretical modeling about how analyses of human eye movements, visual search, selective attention, scene perception, reading, memory, judgment, motivation and decision making may help optimize the design of pictorial and print advertisements, product packages, shelf displays, shopping environments, and other principal aspects of the commercial market place." - **David E. Meyer, University of Michigan**

This comprehensive volume aims to further research and theory development in visual marketing. By bringing together leading researchers in the field, it strives to contribute to the establishment of visual marketing as a coherent discipline. The chapters represent an array of issues in visual marketing. They address three areas in theory: attention and perception, visual cognition and action and choice. The chapters go beyond what is known, and offer in many cases a more speculative and visionary account of the directions that visual marketing research could and should take.

Rather than being confined to advertising only, this new volume shows how visual marketing permeates almost all consumer and marketing activities. It

will be of interest to undergraduate and graduate students in marketing, management, industrial design, and consumer and social psychology. Professional practitioners, especially those involved with marketing communications, retail, and in store marketing and market research, will also benefit from the empirically based and innovative ideas put forth in this book.

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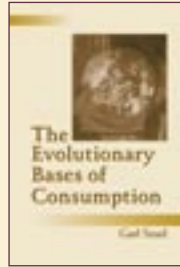
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The Evolutionary Bases of Consumption

Gad Saad

Concordia University, Canada

Series: Marketing and Consumer Psychology



“The key features of this book are (1) it introduces an evolutionary psychological perspective on consumerism and marketing (2) it provides an overview of some robust themes that account for systematic patterning of consumer preferences, and (3) it offers a synthetic approach to the study and understanding of consumer behavior. The book will be the first of its kind and will inspire new directions in consumer

research.” - Margo Wilson, Department of Psychology, McMaster University

“Gad Saad has shown me that evolutionary psychology and consumer behavior is a very interesting subject and one I think many people will find interesting – even exciting. The author has an excellent knowledge of the literature on evolutionary psychology and its interpretations. He does a fine job of applying it to the area of consumer behavior. I think it could have an important impact on the advertising industry.” - Charles Crawford, Emeritus Professor of Psychology, Simon Fraser University

‘Saad’s book The Evolutionary Bases of Consumption is aimed at academic researchers studying aspects of consumer psychology, students and practitioners in advertising or marketing, or nonconsumer psychologists who enjoy interdisciplinary research. The book suggests that there is broad applicability of Darwinian principles to the study of consumer behavior... It is the first book of its kind.’ - Jill M. Sundie, PsycCRITIQUES

The Evolutionary Bases of Consumption by Gad Saad applies Darwinian principles in understanding our consumption patterns and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat, the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology.

Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the

author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature – negating the notion that they exist through the reverse causal link, as proposed by social constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many others):

- **Appearance-enhancing products and services**
- **Financial and physical risk-taking**
- **Use of sexual imagery and the depictions of women in advertising**
- **Television programs, movies, songs, music videos, literature, religion, and art.**

The Evolutionary Bases of Consumption will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based theorizing can be infused into the consumer behavior/marketing/advertising disciplines; as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena.

CONTENTS

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Psycholinguistic Phenomena in Marketing Communications

Tina M. Lowrey (Ed.)

University of Texas at San Antonio, USA



The field of psycholinguistics and the application of psycholinguistic theory to advertising and marketing communication has become a topic of great prominence in the field of consumer behavior. *Psycholinguistic Phenomena in Marketing Communications* is the first book to address the growing research in this area. This timely volume combines research

conducted by current scholars as it demonstrates diversity of the field in terms of relevant topics and methodological approaches. It examines brand names and their semantic and sound-based impact; sentence structure and research in marketing communication; advertising narratives evoking emotional responses; the effects of empathy response on advertising; and the role of language and images in creation of advertising.

The book includes authors from a variety of fields, including mass communication, marketing, social psychology, linguistics, and neuropsychology. A range of perspectives is discussed, from qualitative text analysis to controlled psychological experimentation. *Psycholinguistic Phenomena in Marketing Communications* is intended for students and scholars in numerous disciplines, such as advertising, marketing, social psychology, sociology, and linguistics. It is also suitable for graduate courses in these disciplines.

CONTENTS

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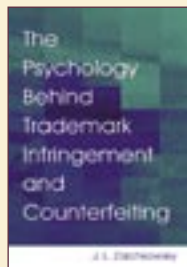
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The Psychology Behind Trademark Infringement and Counterfeiting

J.L. Zaichkowsky
Simon Fraser University, Canada



"This book is an excellent addition to the current literature on Trademark Infringement and Counterfeiting (TIC) and will prove attractive to a wide array of audiences. In an era of changing markets and corporate frustrations with TIC, Zaichkowsky's work is expected to have a long shelf life. Marketers need to read the informative book, and it is a "must read" for those

grappling with TIC issues." - *Journal of Marketing Review*, April, 2007

"Zaichkowsky provides a comprehensive review of consumer behavior theories, as they relate to trademark infringement and counterfeiting practices. Thus, the book offers an authoritative assessment of the relevant literature, including both court cases and marketplace behaviors... The author offers a compelling narrative, helping readers to understand and prevent activities that foster stealing intellectual property." - **Candice R. Hollenbeck & George M. Zinkhan**, *PsycCRITIQUES*

As those involved in commerce are aware, preventing competitors and others from imitating successful brands is a difficult and costly task.

This book serves to inform the reader concerning complexities of the issues of brand imitation, integrating the disciplines of psychology, business, and law to the

area of trademark infringement and counterfeiting. Principles and theories from psychology and how they are relevant to consumers' perceptions in the marketplace are used to explain why competitors steal the intellectual property of another company or entity.

The possibility of brand imitation or counterfeiting should be contemplated in designing new products or brand packaging, just as it is in the printing of currency. It is the intent of *The Psychology Behind Trademark Infringement and Counterfeiting* to provide those involved in commerce with some understanding, some ideas, and perhaps some strategy for building differentiated brands that are easy to protect.

Brand managers, expert witnesses to trademark cases, intellectual property lawyers, and academics of consumer behavior and marketing will find this book useful to understanding consumer motives and processes of trademark infringement and counterfeiting. It could be used as a textbook in courses on marketing.

CONTENTS

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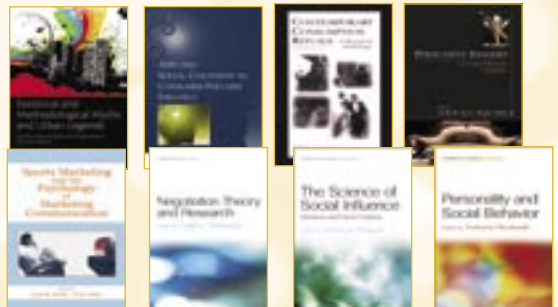
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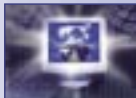


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