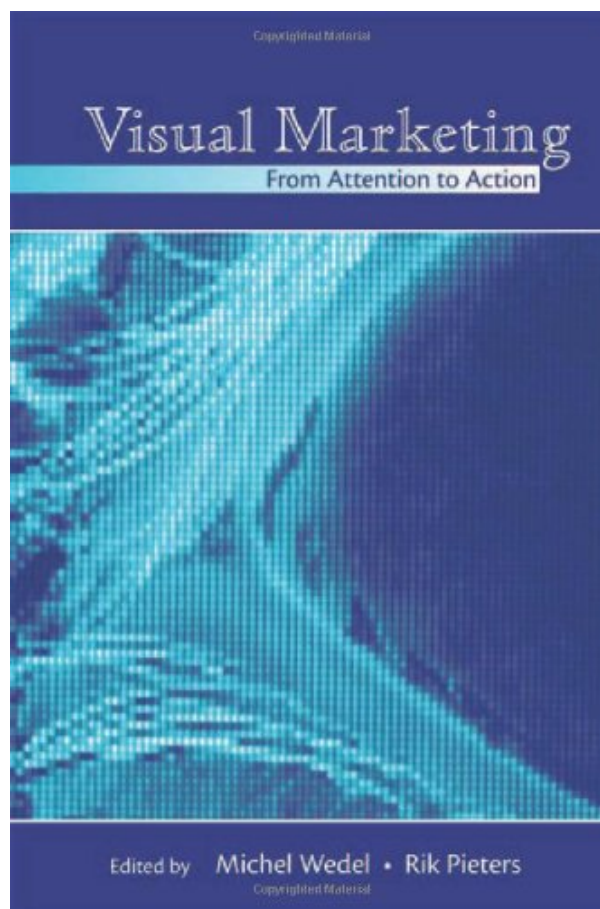


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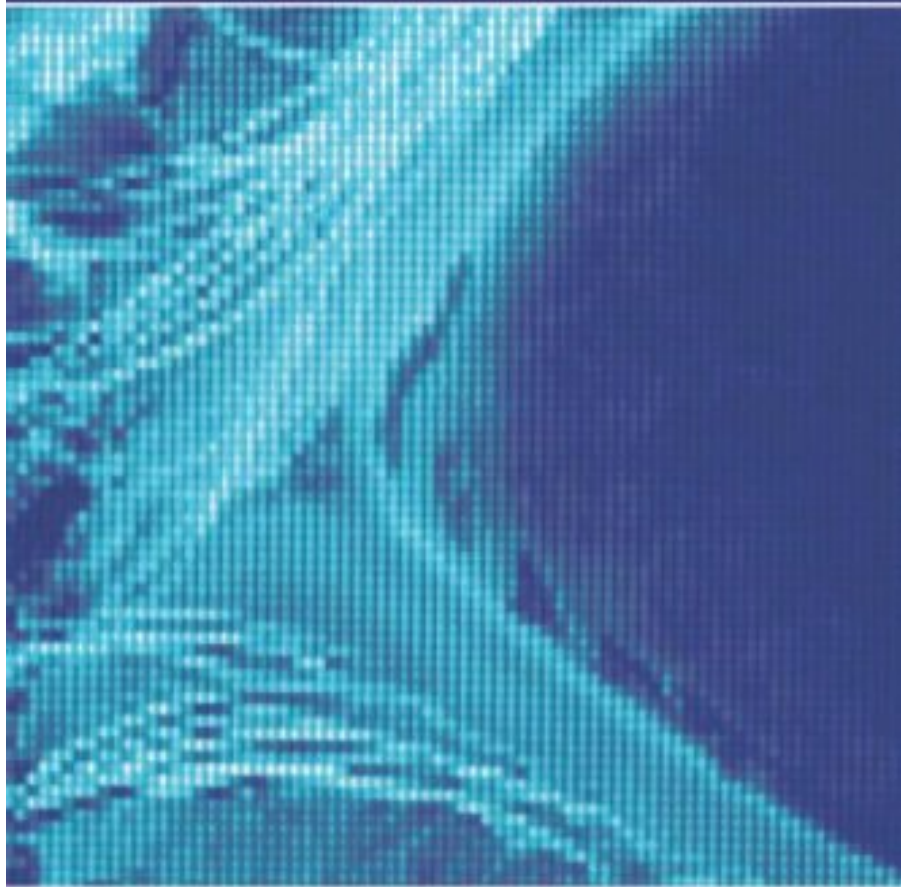
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# Visual Marketing

From Attention to Action



Edited by Michel Wedel • Rik Pieters

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## Review

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Michel Wedel (1957) is Professor of Marketing Research at the Department of Economics, University of Groningen, The Netherlands.

Rik Pieters is Professor of Marketing in the Tilburg School of Economics and Management (TISEM) of

Tilburg University, the Netherlands. He received his PhD in social psychology from the University of Leiden in 1989. Rik believes in interdisciplinary work, and that imagination, persistence and openness to surprise are a person's biggest assets. He has published over 90 articles in marketing, psychology, economics, and statistics. His work has appeared in *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, and *International Journal of Research in Marketing*. He has published in the *Journal of Personality and Social Psychology*, *Organizational Behavior and Human Decision Processes*, *European Journal of Social Psychology*, *Emotion*, *Psychological Science*, *Journal of Economic Literature*. His research concerns attention and memory processes in marketing communication, and the role of emotions in consumer decision making. He has served as Co-Chair of the Association for Consumer Research annual conference, and has co-organized special conferences on visual marketing, social communication, and service marketing and management. He has taught internationally at Pennsylvania State University, University of Innsbruck, Austria, Koc University, Turkey, and the University of Auckland, New Zealand. He has been Strategy Director for National and International clients at the Prad/FCB advertising agency, Amsterdam office. He bakes bread, rides bikes, and drinks hoppy, fermented barley beverages, all except the first in moderation.

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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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This book is a compilation of research that relates to visual marketing. The field is still fairly new when it comes to scholarly information. This is an excellent book for marketing professionals or students.

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