



Creating Images and the Psychology of Marketing Communication (Advertising and Consumer Psychology)

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The purpose of *Creating Images and the Psychology of Marketing Communication* is to advance the understanding of the concept of image as it is applied to various areas of interest. It also serves to meet the growing interest in image-related studies by the public and academics, and provides an innovative and holistic approach to the study of image. The text reflects the importance of brand leveraging as the sections cover in-depth discussion on cross-country and tourism images, corporate and sponsorship images, individual and celebrity images, and cultural and social images. It provides a comprehensive and holistic look at the concept of image: the topics range from theories of image creative to other image studies on a country, corporate, and individual level. The sections cover the major topics currently being debated in image marketing and the psychology of communications. Several new and innovative concepts are also introduced in the book.

Creating Images and the Psychology of Marketing Communication is intended for academics and scholars (including students) in the interdisciplinary fields of consumer psychology, marketing, and communication.



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