



Advertising: Principles and Practice (7th Edition)

By William D. Wells, Sandra Moriarty, John Burnett

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Editorial Review

About the Author

William Wells. One of the industry's leading market and research authorities, Bill Wells is Professor of Advertising at the University of Minnesota's School of Journalism and Mass Communication. Formerly Executive Vice President and Director of Marketing Services at DDB Needham Chicago, he is the only representative of the advertising business elected to the Attitude Research Hall of Fame. He earned a Ph.D. from Stanford University and was formerly Professor of Psychology and Marketing at the University of Chicago. He joined Needham, Harper, Chicago as Director of Corporate Research. Author of the Needham Harper Lifestyle study as well as author of more than 60 books and articles, Dr. Wells also published *Planning for ROI: Effective Advertising Strategy* (Prentice Hall, 1989).

John Burnett. A Professor of Marketing at the University of Denver, he holds a D.B.A. degree in Marketing from the University of Kentucky. John is a coauthor of *Introduction to Marketing Communications: An Integrated Approach*. In addition, his numerous articles and research papers have been published in a wide variety of professional and academic journals. In particular, his research has examined the effectiveness of emotional appeals in advertising and how various segments respond to such strategies. He is an active consultant and expert witness in marketing and advertising and has served as a consultant for AT&T, Qwest, First Trust, Noel-Levitz, and others.

Sandra Moriarty. Sandra Moriarty holds a B.J. and M.S. in journalism from the University of Missouri and a Ph.D. from Kansas State University. Before moving into full-time teaching, she owned her own public relations and advertising agency. Currently, Dr. Moriarty is a professor at the University of Colorado, Boulder where she teaches in the Integrated Marketing Communication graduate program. In addition to an extensive list of articles in both scholarly and trade journals, Dr. Moriarty has authored or co-authored 9 other books, including *Driving Brand Value*, *Creative Advertising*, *The Creative Package*, and *Introduction to Marketing Communications: An Integrated Approach*.

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