

Association of National Advertisers

DAGMAR

**DEFINING
ADVERTISING GOALS
FOR MEASURED
ADVERTISING
RESULTS**

Second Edition

Solomon Dutka

First Edition by Russell Colley



Dagmar Defining Advertising Goals For Measured Advertising Results

Bruce G. Vanden Bergh, Helen E. Katz

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how to approach and explains theoretical concepts with a minimum of jargon so students understand why they are doing market research The authors use Canadian data and examples which will be familiar to the students Pedagogy includes learning objectives chapter summaries discussion questions and endnotes and lively illustrations and cartoons Excellent coverage of numeracy **Consumer Market Research Handbook** Robert M. Worcester, John Downham, 1978

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