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HOW BRAND MARKETING WORKS IN ADVERTISING

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What Motivates Consumers to Re-Tweet Brand Content? The Impact of Information, Emotion, and Traceability on Pass-Along Behavior

University of Amsterdam's T. Araujo, P. Neijens, and R. Vliegenthart investigate how certain cues influence the re-Tweeting of brand messages among Twitter users. *P284*

The Effectiveness of Comparative Versus Non-Comparative Advertising Do "Strictly" Comparative Ads Hurt Credibility of Non-Professional Service Brands?

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F. Alpert, University of Queensland, Australia; and M. Kim Saxton, Kelley School of Business, Indiana University test fundamental segmentation principles in their assessment of video-game marketers' messaging. *P307*

The Relationship between Product Placement and the Performance of Movies Can Brand Promotion in Films Help or Hurt Moviegoers' Experience?

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