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Responses And Advertising Effectiveness," Journal Of Advertising Research, 27 (October-November), 54-62.
17.Mackenzie, Scott B., Richard J. Lutz, And George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" Journal Of Marketing Research, 23 (2), Pp. 130-143. 1th, 2024

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