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References: Integrated Advertising, Promotion And
Marketing Communications, Clow, Baack, Pearson.
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Communications, Kruti Shah, Alon D'Souza, 1th, 2024

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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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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. 4th, 2024

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