



Using Qualitative Research in Advertising: Strategies, Techniques, and Applications

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Using Qualitative Research in Advertising: Strategies, Techniques and Applications is the first book to discuss both theory and application of qualitative research techniques as they relate specifically to advertising research. Designed for those currently, working in the advertising industry and for those contemplating advertising careers, this book includes discussions on interviewing, projective techniques and online applications positioned within a theoretical context of the value of qualitative research. Practical information on applying results to practical processes such as writing a creative brief or conducting an online focus group are included, as is an overview of real world constraints faced by advertising researchers.

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