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Measuring Soft-Sell Versus Hard-Sell Advertising Appeals

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Abstract

The terms "soft sell" and "hard sell" are well known to advertising scholars and practitioners. Despite wide-spread use of these terms, generally accepted definitions do not exist. Attempts to measure soft-sell and hard-sell appeals have typically been

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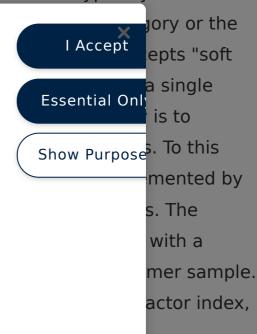
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