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Home ▶ All Journals ▶ Economics, Finance & Business ▶ Journal of Advertising ▶ List of Issues ▶ Volume 39, Issue 2 ▶ Measuring Soft-Sell Versus Hard-Sell Adv

Journal of Advertising > Volume 39, 2010 - Issue 2

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Measuring Soft-Sell Versus Hard-Sell **Advertising Appeals**

Shintaro Okazaki, Barbara Mueller & Charles R. Taylor

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