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Mass media advertising: Information or wallpaper?

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Citation for published version (APA):

Smit, E. G. (1999). Mass media advertising: Information or wallpaper?. Amsterdam: Het Spinhuis.

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Acknowledgements

Over the last four years I have enjoyed the challenges presented by this project. I would like to recognise all of those who supported me in the process.

I would like to thank the 'advertisers' of this project: Jan van Cuilenburg (promotor), Dirk-Jan den Boer (advisor during the first years), and especially Peter Neijens (co-promotor) for all his time, motivation and friendship. I also thank the promotion committee for taking the effort of commenting on this thesis.

I am grateful to those who facilitated the data gathering process: Lisette Pondman, who appeared to be a wonderful 'partner in crime', Simone Maas and Quirine Muntz, who were experts in the field and my supportive friends at the same time, and Costa Tchaoussoglou, who argued strongly for the relevance of comparing different media. I would also like to thank Jan de Ridder and Wil Dijkstra, who helped ensure a smooth data gathering process.

Furthermore, I am grateful to the six former students, Mirjam Baars, Natasja Dokter, Marjolein Moorman, Karin Schut, Marieke Tel, and Ester de Waal, who were willing to devote part of their Master's thesis to my project.

Thanks to the 1263 respondents who completed the questionnaires and to the 36 students who were great interviewers during the telephone survey.

I am grateful to the ones who contributed to the making of this book. Anita Elberse for her theoretical input, Angela van der Lee for her APA-style, James Carne for saving me the shame of too many spelling mistakes, and Philip Stroomberg for wrapping up these serious words in a modern 'outfit'.

Finally, thanks to those who acted as 'the necessary context factors'. While my parents took care of the hardware, Dick Broer held himself responsible for all the software (in the broadest sense of the word). The 'Stevens Club' also motivated me, especially Simone Bergman, the only one who could stand sharing a room with me for four years.

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4.2	Advertising use in four media (1987-9)	
4.3	Evaluation of advertising	
4.4	Conclusion	
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