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This is the first book designed to assist behavioral scientists in the preparation of scholarly or applied research regarding deceptive advertising which will ultimately affect public policy in this area. Because there was an inadequate foundation upon which to build a program of research for this t

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deceptive advertisement is defined as one that creates a false or incorrect belief about the product [see 2, 12, 16, 18, 29 for similar conceptualizations]. Unfortunately, application of this simple definition is not without difficulty. The basic problem involves determining whether or not a particular belief is "false or incorrect."

Cognitive Effects of Deceptive Advertising

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the deceptive advertising in detail, the research study will demonstrate how customers can respond after getting deception in advertisements for the product or service they purchased. Telecommunication industry is like the backbone for every country in the era of communication

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This is the first book designed to assist behavioral scientists in the preparation of scholarly or applied research regarding deceptive advertising which will ultimately affect public policy in this area. Because there was an inadequate foundation upon which to build a program of research for this topic, a three-part solution has been devised: 1) a review of how deception is viewed and ...

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This text provides detailed discussions regarding the intersection of law and behavioral science and its application to deceptive advertising. In so doing, it offers a solid foundation upon which to base expanded behavioral research into how consumers are deceived by

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advertising claims, and what cognitive processes are involved in that deception.

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