



**Advances in Advertising Research (Vol. 2):  
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This volume grew out of research papers presented at the 9th ICORIA (International Conference on Research in Advertising) which was held at Universidad Autónoma de Madrid, Spain, on June 24-26, 2010. The conference involved advertising, communication, and marketing scholars located all over the world, thereby setting an example of diversity and plurality in our ICORIA community.

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