THE ECONOMICS OF ADVERTISING

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THE ECONOMICS OF ADVERTISING

W. Duncan Reekie

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Preface

Since I first wrote on the subject of advertising the literature on the topic has burgeoned. It is for this reason that the present volume is largely rewritten and is not simply a revision of my earlier work.

The importance of the issue of advertising and the controversy which surrounds it have not abated in the last decade. And this is so despite the volume of empirical data which has been analysed and the mass of discursive argument which has taken place. The following pages, therefore, are not definitive and can at best be regarded as yet a further contribution to the debate. Economists, practitioners, policy makers and students should find the contents of relevance. The topic if not the style should ensure reader interest.

Finally my thanks are due to my publishers and in particular their editor, John Winckler, for encouraging me to have 'another go' at this fascinating subject.

Fordell, 1979

W. DUNCAN REEKIE

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