



# Humor in Advertising: A Comprehensive Analysis

*Charles S. Gulas, Marc G. Weinberger*

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Although the use of humor in advertising has its origins in the early days of the business, its widespread use as an advertising strategy is a more recent phenomenon. This is the first book-length, fully integrated discussion on this popular advertising technique. Well written and filled with interesting examples, "Humor in Advertising" draws on extensive serious research on the use of humor from the fields of Advertising and Marketing, as well as Psychology, Mass Media, and Communications Studies. The authors are careful to point out not only the benefits, but also the potential in advertising's attempts at humor, as advertisers continue to use humorous message to break through the proliferating ads, and the line between advertising and entertainment is further blurred. No other book provides such a comprehensive and wide-angled analysis of this important topic. It is essential reading for scholars and researchers in the field, as well as for advertising agency account planners and creative directors.

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