How To Market A Product For Under: A Handbook Of Multiple Exposure Marketing

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Result exposure to product attribute levels undermined the impact of attribute priming. Although some scholars define context narrowly as the set of alternatives under consideration, we hypothesize to a different context effect: decision framing. How to market a product for under $500: a handbook of multiple. A Handbook of Highly Effective Marketing and Direct Marketing Methods. 

- Premises - Money is not the criteria for the successful launch of a new product.