Acknowledgment

While we took the lead in creating this book, many other people must be given credit for their significant contributions in bringing our vision to reality. We thank all of those who provided us with a workable environment for undertaking this endeavor.

We are also indebted to a number of companies and organizations who gave us permission to use their advertisements and materials. In particular, we would like to thank the Interactive Advertising Bureau, Air Canada, Hadef, and ZenithOptimedia.com for their cooperation. We would also like to thank the scholars who let us use their models and materials in this book, in particular, Dr. Kazienko, Dr. Cacioppo, Dr. Petty, Dr. Rossiter, and Dr. Bellman. Finally, we would like to thank the editors and advisors at the IGI-Global publishing house: Jan Travers, Vice President of IGI-Global, and Myla Harty, IGI editorial assistant. We are also grateful to the excellent professional production team: Anna Emily Golesh, former editorial assistant. Last, but by no means least, our thanks to Dr. Mehdi Khosrow-Pour, the President of IGI-Global.

Writing a textbook is a major undertaking. The reward is not monetary; the true reward comes in the form of kind comments received from the students and others who find the book a valuable resource. We sincerely hope that this textbook plays a significant role in advancing this important discipline of study.

Payam Hanafizadeh
Allameh Tabataba’i University, Iran

Mehdi Behboudi
Qazvin Islamic Azad University, Iran