

## Exploring Advertising Equity: An Interview with Dr. Sara Rosengren

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"Understanding consumers' willingness to approach advertising is increasingly important...consumers are more and more in charge of where they put their attention and what they see and do not see." Routledge and the Journal of Advertising welcome Dr. Sara Rosengren to discuss "Exploring Advertising Equity: How a Brand's Past Advertising May Affect Consumer Willingness to Approach its Future Ads," the timely article on advertising equity. Click here to listen to the full podcast interview. Can't listen now? Read the transcript here.

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