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Selection of Recent Publications

Smit, E.G., Bronner, F. & Tolboom, M. (2007). Brand Relationship Quality and Its Value for Personal Contact. *Journal of Business Research*, 60, 627-633.

Moorman, M., Neijens, P.C. & Smit, E.G. (2007). The Effects of Program-Involvement on Commercial Exposure and Recall in a Naturalistic Setting. *Journal of Advertising*, 36(1), 125-141.

Reijmersdal, E. van, Neijens, P.C. & Smit, E.G. (2007). Effects of TV Brand Placements on Brand Image. *Psychology & Marketing*, 24(5), 403-420.

Storey, R. & Smit, E.G. (2007). The Creative Brief and Its Strategic Role in the Campaign Development Process. In: Tellis, G.J. & Ambler, T. (Eds.) *Handbook of Advertising* (pp. 173-185). London: Sage.

Smit, E.G. & Neijens, P.C. (2006). It's All About Catching Readers' Attention. In: S. Diehl & R. Terlutter, *International Advertising and Communication: New Insights and Empirical Findings*. Gabler Verlag/Deutscher Universitätsverlag.

Neijens, P.C. & Smit, E.G. (2006). Dutch Public Relations Practitioners and Journalists: Antagonists No More. *Public Relations Review*, 32 (3), 232-240.

Smit, E.G., Van Meurs, A. & Neijens, P.C. (2006). Effects of Ad Likeability: A 10-Year Perspective. *Journal of Advertising Research*, 46 (1), 73-83.

Moorman, M., Neijens, P.C. & Smit, E.G. (2005). The Effects of Program Responses on the Processing of Commercials Placed at Various Positions in the Program and the Block. *Journal of Advertising Research*, 45 (1), 49-59.

Reijmersdal, E. van, Neijens, P.C. & Smit, E.G. (2005). Readers' Reactions to Mixtures of Advertising and Editorial Content in Magazines: Effects of Ad Format and Magazine Characteristics. *Journal of Current Issues and Research in Advertising*, 27 (2), 39-52.