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Colors in Marketing: A Study of Color Associations and Context (in) Dependence Martin Amsteus, PhD Sarah Al-Shaabani Emmy Wallin Sarah Sjöqvist School of Business and Economics Linneaus University 351 91 Växjö Sweden Abstract Mirroring an increasing awareness of the importance of colors, today marketing managers are paying increasing attention to the deployment of color in marketing as well ...

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An International Guide to the Use of Color in Marketing and Advertising. 13 Apr . An International Guide to the Use of Color in Marketing and Advertising. Posted at 05:30h in Articles, top-10 by Aelee Lee 6 Comments. Share. One of the most influential factors that impacts perceptions in advertising, branding or marketing media is color. It can be powerfully effective in producing results that ...

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