**Selected Quotes**

**Attention Engagement, 1979**

* “Yet, compared to other aspects of consumer behavior on which marketing and advertising success depends, attentional processes have suffered neglect from theorists and practitioners alike.” p. 17
* “. . . The advertiser’s second hurdle, that of converting targets exposed to targets engaged.” p. 18 (selective attention)
* “. . . The role of advertising is to inform consumers about the particular set of attributes, i.e., want-satisfying qualities, that a brand claims for itself.” p. 25
* “Briefly, consumer wants arise from feelings associated with the way the product-use situation is perceived by the consumer.” p. 26
* “I see value in the development of a set of conceptual categories to classify advertising content in behaviorally relevant ways.” p. 32
* “. . . Individual differences in the significance of stimuli make it impossible to predict behavior from a knowledge of stimulus conditions alone.” p. 32 (think Prospect vs. Nonprospect)

Fennell, G. (1979). Attention Engagement. Current Issues & Research in Advertising, 2(1), 17.