

## An ad to remember: Squeezing the most from your advertising peso

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=127998&lokasi=lokal>

---

### Abstrak

We are living in what is called the attention economy. In other words, for more and more affluent consumers, in particular, the target audiences we want to reach, time has become more precious than money. People who have spare money do not have spare time....