**FURTHER READING**

For a paper on brand perceptions, read L. Salciuviene, P. Ghauri, P. Streder and C. De Mattos (2010) Do brand names in a foreign language lead to different brand perceptions? *Journal of Marketing Management*, *26* (11–12): 1037–56.

For more on political marketing and in particular the management of perceptions, see J. Dermody and S. Hanmer-Lloyd (2005) Promoting distrust? A chronicle of the 2005 British General Election advertising campaigns. *Journal of Marketing Management*, *21* (9–10): 1021–47 (special edition: The Marketing Campaign: The 2005 British General Election). There are, of course, more papers on political marketing in that special edition: one that provides more insight into the use of emotion to overcome reason is D. Dean (2005) Fear, negative campaigning and loathing: The case of the UK election campaign. *Journal of Marketing Management*, *21*: 1067–78.

The perception of the ideal woman in advertising has been a somewhat controversial topic in recent years. The following paper may help to pick out the issues: S. Feiereisen, A.J. Broderick and S.P. Douglas (2009) The effect and moderation of gender identity congruity: Utilising ‘real women’ advertising images. *Psychology & Marketing*, *26* (9): 813–43.

If you’re interested in the perception processes concerned with vision, a very clear and easy-to-read book on the subject is *Basic Vision: An Introduction to Visual Perception*, by Robert Snowden, Peter Thompson and Tom Trosciano (Oxford: Oxford University Press, 2012).

For a clear, well-written, basic overview of perception theory you might like *Perception: Theory, Development and Organisation*, by Paul Rookes and Jane Willson (London: Routledge, 2000). The book is actually intended for A-level Psychology students, but it covers the major theories well and is very readable.