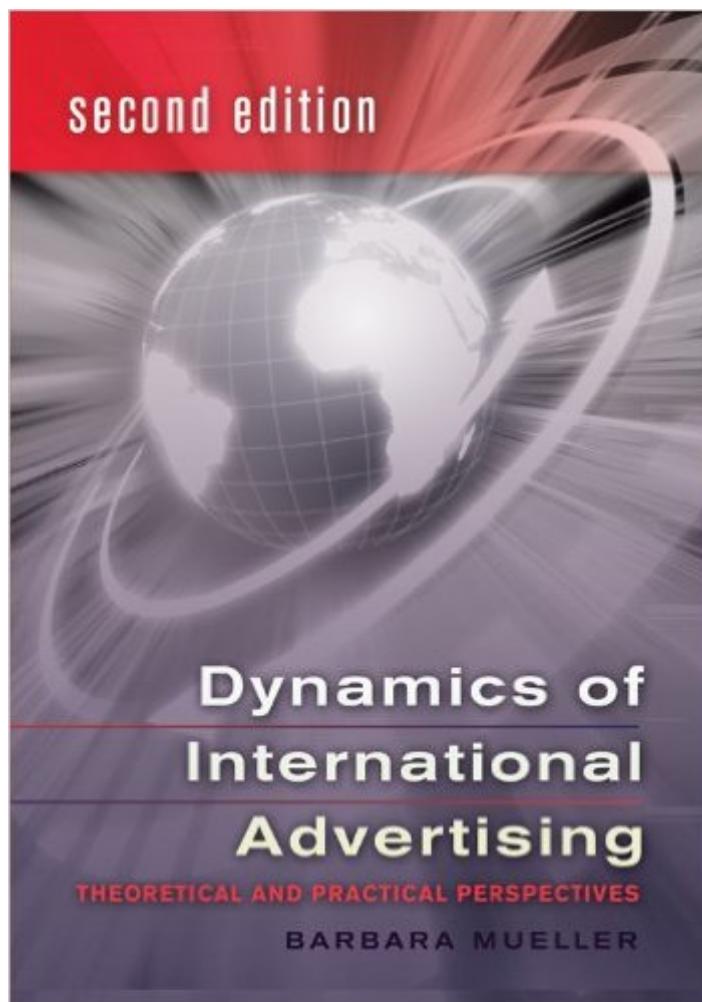


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Dynamics Of International Advertising: Theoretical And Practical Perspectives



Synopsis

Dynamics of International Advertising brings to light the unique challenges marketers face in developing and implementing successful campaigns globally. With a balance of theoretical and practical perspectives, this second edition takes the reader inside the dynamics of advertising as it functions within the international marketing mix. Updated with the most recent statistical information as well as current examples and case studies, Dynamics of International Advertising addresses the key issues that advertisers must keep in mind in creating effective communication programs for foreign markets: cultural norms and values, political and legal environments, economic policies, social contexts, and more. Both the process and product of international advertising are addressed, from research and strategy development to creative execution and media planning. Ethical concerns are highlighted as well. This is an ideal textbook for upper-division undergraduate and graduate students in specialized courses dealing with international advertising or marketing. It is also an effective supplemental text for introductory advertising, marketing, or mass communications courses seeking to expand coverage of the international dimension. The book should prove useful to practitioners of international advertising, whether on the client side or within the advertising agency; researchers of international advertising and marketing will also find the text a valuable resource.

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The book speaks about characteristics, problems and strategic challenges in international advertising (with a balance of theoretical and practical perspectives). There are many examples of

which elements advertisers must consider to create an effective communication for foreign markets(for example, cultural, economic and political local contexts). It's a very usefull and interesting book, even for students that didn't study advertising or marketing at the university: in fact, contents are expressed clearly and in a thorough way.

may hauer-simmonds said: very broad book. I didn't like it at all. it doesn't say anything. you can find the same information in the internet.

Very interesting reading for beginners in International Marketing Communications. Tons of pictures and examples which I absolutely love!!!

The book came in brand new in a decent amount of time. No problems with this seller

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I purchased this book for my Graduate course.

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