



Dynamics of International Advertising

By Barbara Mueller

Peter Lang Jan 2006, 2006. Taschenbuch. Condition: Neu. Neuware - Dynamics of International Advertising brings to light the unique challenges in developing and implementing successful campaigns globally. With a balance of theoretical and practical perspectives, this text takes the reader inside the dynamics of advertising as it functions within the international marketing mix. Filled with current examples and case studies, Dynamics of International Advertising addresses the key issues that advertisers must keep in mind to create effective communication programs for foreign markets: cultural norms and values, political 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. 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 text should prove useful to practitioners of international advertising, whether on the client side or within the advertising agency. And, finally, researchers of international advertising and marketing will also find the text a valuable resource. 342 pp. Englisch.



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Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at at any time of the time (that's what catalogues are for regarding if you ask me).

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