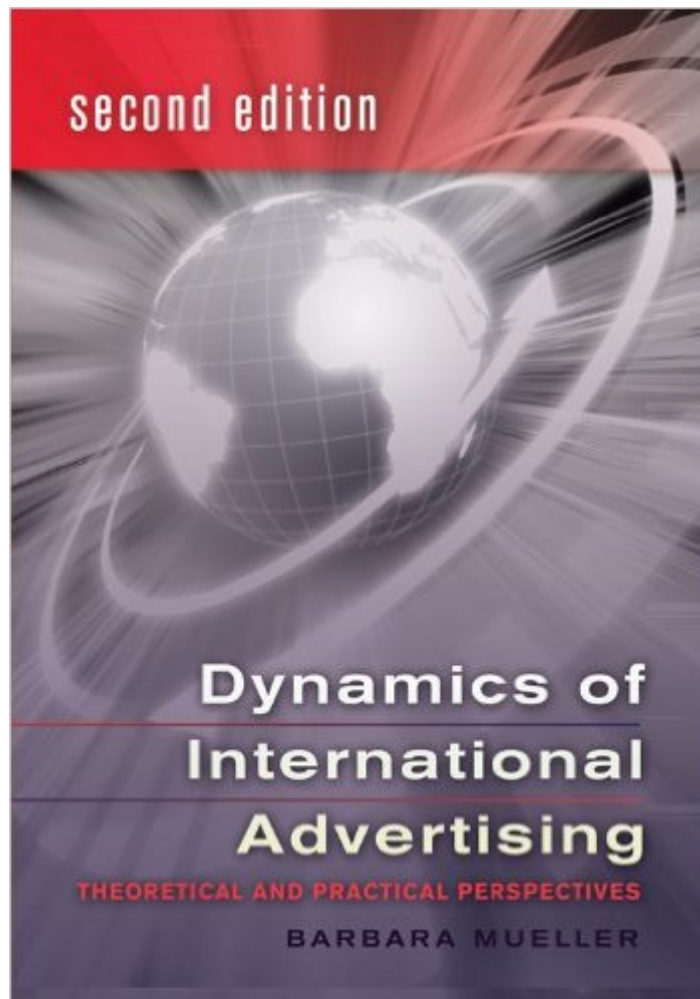


The book was found

# 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.

## Book Information

Paperback: 368 pages

Publisher: Peter Lang Publishing Inc.; 2 edition (December 21, 2010)

Language: English

ISBN-10: 1433103842

ISBN-13: 978-1433103841

Product Dimensions: 7 x 0.8 x 9.9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #49,953 in Books (See Top 100 in Books) #11 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #16 in [Books > Business & Money > International > Global Marketing](#) #28 in [Books > Textbooks > Communication & Journalism > Journalism](#)

## Customer Reviews

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

Good book and good service! Thank you

I purchased this book for my Graduate course.

[Download to continue reading...](#)

Dynamics of International Advertising: Theoretical and Practical Perspectives Communicating With the Multicultural Consumer: Theoretical and Practical Perspectives Group Dynamics in Occupational Therapy: The Theoretical Basis and Practice Application of Group Intervention Flamenco on the Global Stage: Historical, Critical and Theoretical Perspectives Dynamics AX Performance Optimization Guide: Fixing Troubles with Microsoft Dynamics AX and SQL Server Mathematical Problems in Data Science: Theoretical and Practical Methods Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Interpretations of American History, Vol. One - Through Reconstruction: Patterns and Perspectives (Interpretations of American History; Patterns and Perspectives) New Perspectives on HTML, XHTML, and Dynamic HTML, Comprehensive, Third Edition (New Perspectives Series) New Perspectives on HTML, XHTML, and XML (New Perspectives Series: Web Design) New Perspectives on Blended HTML, XHTML, and CSS: Introductory (New Perspectives Series: Web Design) New Perspectives on Creating Web Pages with HTML, XHTML, and XML, Comprehensive (New Perspectives Series) New Perspectives on HTML and XHTML, Comprehensive (New Perspectives Series) New Perspectives on HTML and XHTML, Introductory (New Perspectives Series) The Split History of World War II: A Perspectives

Flip Book (Perspectives Flip Books) The Split History of the Civil War: A Perspectives Flip Book  
(Perspectives Flip Books) The Split History of Westward Expansion in the United States: A  
Perspectives Flip Book (Perspectives Flip Books) New Perspectives on XML, Second Edition,  
Comprehensive (New Perspectives Series) New Perspectives on Adobe Dreamweaver CS5,  
Comprehensive (New Perspectives Series: Adobe Creative Suite)

[Dmca](#)