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	Autore	Sunitha Srinivas C.
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	Sommario/riassunto	This book looks at what goes into localization of advertisements in Indian languages. 'Ad'apting to Markets discusses the process of localization of advertisements (ads) in different Indian languages and its socio-cultural implications. While doing so, it provides insights into the ideologies and cultural values of contemporary societies as they have a powerful influence not only on consumers' product choices but also on their motivations and lifestyles. The book brings out the