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Altri autori (Persone)	JonesJohn Philip
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Nota di contenuto	Cover; Contents; Chapter 1 - Introduction: The Vicissitudes of International Advertising; Part I - The Realities of International Advertising; Chapter 2 - International Advertising Developments; Chapter 3 - International Advertising: How Far Can It Fly?; Chapter 4 - Alice in Disneyland: A Creative View of International Advertising; Chapter 5 - Brand and Consumer Values in Global Marketing; Chapter 6 - Mapping Cultural Values for Global Marketing and Advertising; Chapter 7 - Women as an Advertising Target: An International Overview; Chapter 8 - Media May Be Global, but Is Youth? Part II - An International CircumnavigationChapter 9 - Rational Arguments and Emotional Envelopes: American and British Advertising Compared; Chapter 10 - The Power of Advertising, Myths and Realities: Evidence From Norway; Chapter 11 - Print Advertising-and How an American Creative Man Learned to Operate in an International Environment; Chapter 12 - The Emergence of Advertising in Russia; Chapter 13 - Australia: A Western or Eastern Advertising Market?; Chapter 14 - The Emperor's New Clothes: A View From Australia on the Creative Process; Chapter 15 - Japan: The Advertising Agency Scene

Chapter 16 - The Asia Pacific TigersChapter 17 - Is India an Asian Tiger?; Chapter 18 - China: Advertising Yesterday and Today; Part III - An International Perspective on Measurement and Evaluation; Chapter 19 - How Single-Source Research First Developed; Chapter 20 - Short-Term Advertising Strength: New Empirical Evidence From Norway; Chapter 21 - The Effectiveness of Television Advertising in France; Chapter 22 - Test Marketing-and Some Notes on Iceland, a Totally Isolated Marketing Environment; Chapter 23 - Modeling the Marketing Process: Innovation From Japan  
Chapter 24 - Media Synergy: Evidence From GermanyChapter 25 - What Do We Know of Mixed Media Effects? More Evidence From Germany; Chapter 26 - Advertising Likability: A View From South Africa; Chapter 27 - Pioneer Work on Advertising Evaluation: The Institute of Practitioners in Advertising's Advertising Effectiveness Awards; Index; About the Contributors

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Sommario/riassunto

This is a comprehensive handbook of the theory and practice of international advertising linked to overall trends in business globalisation.

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