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Nota di contenuto	Cover; Advertising, the Media and Globalisation; Copyright; Contents; List of figures; List of tables; Acknowledgements; 1. Advertising as an object of study; 2. Global trends in the advertising industry; 3. Advertising and the media in motion; 4. Current trends in advertising, media and society; 5. Advertising, globalisation and world regions; Coda; Bibliography; Index
Sommario/riassunto	This book offers a critical, empirically-grounded and contemporary account of how advertisers and agencies are dealing with a volatile mediascape throughout the world, taking a region-by-region approach. It provides a clear, systematic, and synoptic analysis of the dynamic relationship between media, advertisers, and agencies in the age of globalization, and in an era of transition from 'mass' to 'social' media. Advertising attracts much public criticism for the commercialization of culture and its apparent impact on social and personal life. This book outlines and assesses the