

1. Record Nr.	UNINA9910785385003321
Autore	Milenkovic Mirjana
Titolo	Global advertising in a cultural context [[electronic resource] /] / Mirjana Milenkovic
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2009
ISBN	3-8366-1995-4
Descrizione fisica	1 online resource (66 p.)
Disciplina	302.23068
Soggetti	Advertising Culture Mass media and culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Global Advertising in a Cultural Context; TABLE OF CONTENTS; LIST OF FIGURES AND TABLES; 1 Objectives and Structure of this Book; 2 The Concept of Culture; 3 Global Advertising; 4 Overcoming Cultural Differences; 5 Conclusion; Bibliography
Sommario/riassunto	The globalization and saturation of local markets lead to increased international activities of companies. In this context marketers are forced to advertise globally and to decide between standardization and differentiation of their advertisements, i.e. to either use one single idea all over the world or to make adaptations for local preferences. Besides knowing the pros and cons of these approaches, it is essential that advertisers are familiar with different cultures. Otherwise the advertisement runs the risk of being misunderstood or in the worst case to offend cultural fundamentals. In her

2. Record Nr.	UNINA9910958477803321
Autore	Falola Toyin
Titolo	Culture and customs of Nigeria / / Toyin Falola
Pubbl/distr/stampa	Westport, Conn. : , : Greenwood Press, , 2001 London : , : Bloomsbury Publishing, , 2024
ISBN	9798400635632 9781567507553 1567507557 9780313050374 0313050376
Edizione	[1st ed.]
Descrizione fisica	1 online resource (235 p.)
Collana	Culture and customs of Africa, , 1530-8367
Disciplina	306/.09669
Soggetti	Nigeria Social life and customs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	"Bibliographic essay": p. [185]-192. Includes bibliographical references and index.
Nota di contenuto	Intro -- Contents -- Series Foreword -- Preface -- Acknowledgments -- Chronology -- 1 Introduction -- 2 Religion and Worldview -- 3 Literature and Media -- 4 Art and Architecture/Housing -- 5 Cuisine and Traditional Dress -- 6 Gender Roles, Marriage, and Family -- 7 Social Customs and Lifestyle -- 8 Music and Dance -- Glossary -- Bibliographic Essay -- Index.
Sommario/riassunto	Nigeria, one of the largest and most important countries in Africa, is rich in traditions and customs, both indigenous and modern. Culture and Customs of Nigeria is the only concise, authoritative, and up-to-date discussion of Nigerian culture that introduces to a Western audience the complexity of its society and the emerging lifestyles among its various peoples. Students and other interested readers will learn about all major aspects of Nigerian culture and customs, including the land, peoples, and brief historical overview; religion and worldview; literature and media; art and architecture/housing; cuisine and traditional dress; gender, marriage, and family; social customs and lifestyles; and music and dance. Nigerians are proud of their diverse culture comprising more than 250 ethnic groups. Important changes in

their economy and political system are helping them cope with challenges in the modern world. Culture and Customs of Nigeria illuminates a dynamic society--how Nigerians today live, work, worship, interact, relax, and express themselves. Numerous photos, a chronology, and a glossary complement the text.

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