

1. Record Nr.	UNINA9910809218403321
Autore	Gould Thomas H. P. <1953->
Titolo	Global advertising in a global culture // Thomas H. P. Gould
Pubbl/distr/stampa	Lanham, [Maryland] : , : Rowman & Littlefield, , 2016 ©2016
ISBN	0-8108-8644-8
Descrizione fisica	1 online resource (251 p.)
Disciplina	659.1
Soggetti	Advertising - History Internet advertising Globalization - Social aspects Culture and globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Title Page; Preface; Acknowledgments; Introduction; Global History of Advertising: Part 1, before 1993; Global History of Advertising: Part 2, since 1993; Culture Transfer at Web Speed; Individualism in an Apps and Culture World; Apps and the Small Screen TV; Individualism and the Rise of the Global Consumer; Online Advertising and Risk, Elitism, and Gender; Children Consumed by Convergence via Apps; Education and Porous Cultural Borders; The Future of E-advertising; One World Agency; Index; About the Author
Sommario/riassunto	Gould explores the commercial and cultural underpinnings of advertising-and how this form of communication is evolving into a platform for change at the individual, social, and even political levels.