Record Nr. UNINA9910818611003321 International advertising [[electronic resource]]: realities and myths // **Titolo** edited by John Philip Jones Pubbl/distr/stampa Thousand Oaks, Calif.;; London,: SAGE, c2000 **ISBN** 0-7619-1244-4 1-322-41705-9 1-4522-6458-9 Descrizione fisica 1 online resource (412 p.) : ill Altri autori (Persone) Jones John Philip Disciplina 659.1 Soggetti Advertising Advertising media planning Comparative advertising Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di bibliografia Includes bibliographical references and index. 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

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

Tiger?; Chapter 18 - China: Advertising Yesterday and Today; Part III -

Sommario/riassunto

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