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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