



The Handbook of International Advertising Research (Handbooks in Communication and Media)

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- Fills the existing gap between the rapid growth in scholarly research on international advertising and the pressing need for more high-quality research in the area
- Covers 28 major areas in international advertising research, with contributions from more than 40 international advertising scholars based in over 10 countries or territories
- Comprehensive treatment includes the history of international advertising, audiences and media, strategy and execution, content effects, regulation, ethics, and advertising education
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- Contributors represent the most highly respected academics among international advertising researchers

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