

[E-BOOK] Global and Multinational Advertising (Advertising Consumer Psychology)

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From Psychology Press
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From Psychology Press : Global and Multinational Advertising (Advertising Consumer Psychology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Global and Multinational Advertising (Advertising Consumer Psychology):

Few applied disciplines are more sensitive to cross-cultural issues than marketing and consumer psychology. The

chapters prepared for this volume reflect awareness of both similarities and differences within and across cultures. They include analyses of methodological issues, theoretical investigations of cultural and social values and their implications for marketing specialists, studies of gender- and sub-culture specific advertising, and investigations of advertising efforts in several different international markets. The scholars and advertising professionals who contributed these chapters will have much to say to consumer psychologists and marketing specialists alike.