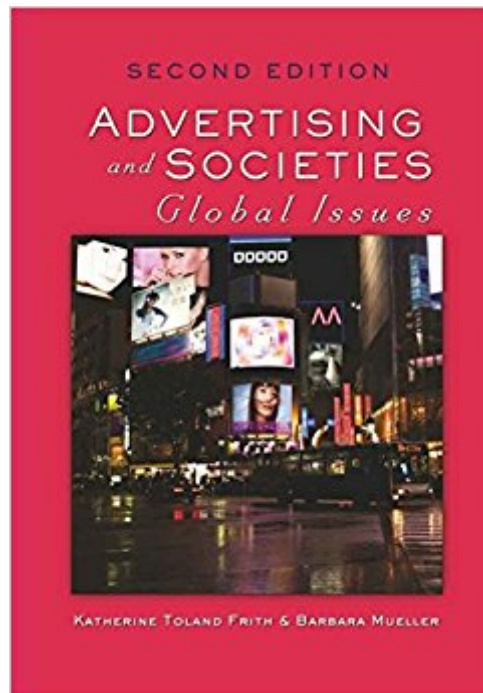




Ebook Directory
the best source of ebook

The book was found

Advertising And Societies: Global Issues (Digital Formations)



Synopsis

Now in its second edition, *Advertising and Societies: Global Issues* provides an international perspective on the practice of advertising while examining some of the ethical and social ramifications of advertising in global societies. The book illustrates how issues such as the representation of women and minorities in ads, advertising and children, and advertising in the digital era have relevance to a wider global community. This new edition has been updated to reflect the dramatic changes impacting the field of advertising that have taken place since publication of the first edition. The growing importance of emerging markets is discussed, and new photos are included. The book provides students and scholars with a comprehensive review of the literature on advertising and society and uses practical examples from international media to document how global advertising and global consumer culture operate, making it an indispensable research tool and invaluable for classroom use.

Book Information

Series: Digital Formations (Book 50)

Paperback: 264 pages

Publisher: Peter Lang Inc., International Academic Publishers; 3 edition (March 31, 2010)

Language: English

ISBN-10: 1433103850

ISBN-13: 978-1433103858

Product Dimensions: 7 x 0.6 x 9.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #464,042 in Books (See Top 100 in Books) #146 in [Books > Business & Money > International > Global Marketing](#) #190 in [Books > Arts & Photography > Business of Art](#) #742 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

«The drastically changing economy, demographics, and technology in the world have made it imperative to probe into the issues related to advertising and societies through a global lens.

Katherine Toland Frith and Barbara Mueller's *Advertising and Societies: Global Issues* is the only text of this kind with a distinct global focus on the market. A brainchild of two leading scholars on international advertising, this sorely needed volume is both informative and insightful. With abundant latest examples, data, and findings, this second edition is a

complete update and a substantial rewrite of the earlier version. It vividly documents how advertising reflects and shapes societies in the world today. A refreshing and truly valuable contribution to the body of knowledge, this book is a must-read for anyone – student, practitioner, and scholar alike – who desires a critical understanding of advertising. »
(Hong Cheng, Associate Professor, E. W. Scripps School of Journalism, Ohio University)

The Authors: Katherine Toland Frith is Professor in the School of Journalism at Southern Illinois University. She has edited three books, *Advertising in Asia: Communication, Culture and Consumption* (1996), *Undressing the Ad: Reading Culture in Advertising* (Peter Lang, 1998) and *Commercializing Women: Images of Asian Women in the Media* (2008). Barbara Mueller is Professor of Advertising in the School of Journalism and Media Studies at San Diego State University. She received her Ph.D. in communications from the University of Washington. She has lectured in a number of European countries and is the author of dozens of scholarly articles. She is also the author of *Dynamics of International Advertising: Theoretical and Practical Perspectives* (Peter Lang, 2004) of which a second edition is forthcoming in 2010, and *Communicating with the Multicultural Consumer: Theoretical and Practical Perspectives* (Peter Lang, 2008).

[Download to continue reading...](#)

Advertising and Societies: Global Issues (Digital Formations) Digital Religion, Social Media and Culture: Perspectives, Practices and Futures (Digital Formations) Digital Proxemics: How Technology Shapes the Ways We Move (Digital Formations) Global Issues Energy Use Macmillan Library (Global Issues - Macmillan Library) The Intersectional Internet: Race, Sex, Class, and Culture Online (Digital Formations) Privacy, Surveillance, and the New Media You (Digital Formations) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Bitcoin Basics: Cryptocurrency, Blockchain And The New Digital Economy (Digital currency, Cryptocurrency, Blockchain, Digital Economy) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Complete Guide to Taking Stunning, Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Trance-Formations: Neuro-Linguistic Programming and the Structure of

Hypnosis Colorado Springs;; A guide book describing the rock formations in the vicinity of Colorado Springs, Soccer Modern Tactics: Italy's Top Coaches Analyze Game Formations Through 180 Situations Strategize: Playing Multiple Formations. Making In-Game Adjustments. Developing A Tactical Soccer Mind. Taking A Look At Soccer's Tactical History. Pan-Africanism in Barbados: An Analysis of the Activities of the Major 20th-Century Pan-African Formations in Barbados The Book of Skydiving Formations: 2-ways through 20-ways Midrashic Women: Formations of the Feminine in Rabbinic Literature (HBI Series on Jewish Women)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)