



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

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This timely handbook brings academic excellence to international advertising research in the form of 28 contributions from over 40 leading scholars. The handbook's comprehensive treatment highlights existing knowledge, reports major findings across the subject, and recommends directions and agendas for future research.

- 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
- Highlights existing knowledge in international advertising, reports major findings on a broad range of topics, and offers expert recommendations on directions for future research
- Contributors represent the most highly respected academics among international advertising researchers

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## **Editorial Review**

### Review

“*The Handbook of International Advertising Research*, ably edited by Hong Cheng of Virginia Commonwealth University, is a welcome addition to Wiley Blackwell’s series, *Handbooks in Communication and Media*.” (*Journalism and Mass Communication Quarterly*, 1 February 2015)

### Review

“*The Handbook of International Advertising Research* eloquently captures the entire spectrum of international advertising with a wealth of insightful information. It is an excellent resource for advertising scholars and students in this increasingly globalized market environment.”

**Soontae An**, *Ewha Womans University*

“Hong Cheng’s *The Handbook of International Advertising Research* is a major work that makes an inestimable contribution to the scholarly literature on international advertising. This anthology of original essays by a world-renowned group of scholars speaks to the powerful influence of global advertising and should remain a long-lasting reference point for future advertising researchers.”

**Katherine T. Frith**, *Southern Illinois University Carbondale*

“Hong Cheng’s *The Handbook of International Advertising Research* offers an informative, thorough, and stimulating window into the past, present and future of research in this field.”

**Carrie La Ferle**, *Temerlin Advertising Institute, Southern Methodist University*

“This text covers the topic of international advertising research from A to Z. It takes the reader from historical perspectives all the way to viral media. Nearly 50 contributors – all world-renowned scholars – present the latest thinking, research and results in the field of international advertising. A most impressive contribution!”

**Barbara Mueller**, *San Diego State University*

### From the Back Cover

As a driving force of globalization, international advertising is ubiquitous in many parts of the world today. Its practice and impact undoubtedly warrants more scholarly investigations. This timely and much-needed handbook addresses a gap between the rapid growth in the output of scholarly research on international advertising and the pressing need for further high-quality research.

In this handbook, *international advertising* is defined as a communication process, a business practice, and/or a social force that disseminates commercial or, sometimes, noncommercial messages to target audiences in one or more foreign countries. The book successfully offers:

- A summary of existing knowledge in international advertising, including theories tested or being formulated, and methodologies used or under development.
- A report of major findings on a variety of topics in international advertising research.

- Directions and recommendations for future research on international advertising.

With its broad scope and unique focus, this handbook will undoubtedly become an indispensable guide for students and academics interested in systematic and in-depth reviews and critiques of the existing research on international advertising.

## **Users Review**

### **From reader reviews:**

#### **Brandy Hagaman:**

Do you one of people who can't read pleasurable if the sentence chained within the straightway, hold on guys this kind of aren't like that. This The Handbook of International Advertising Research (Handbooks in Communication and Media) book is readable by simply you who hate the straight word style. You will find the info here are arrange for enjoyable examining experience without leaving possibly decrease the knowledge that want to give to you. The writer associated with The Handbook of International Advertising Research (Handbooks in Communication and Media) content conveys the idea easily to understand by a lot of people. The printed and e-book are not different in the articles but it just different available as it. So , do you continue to thinking The Handbook of International Advertising Research (Handbooks in Communication and Media) is not loveable to be your top listing reading book?

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#### **Ryan Parker:**

A lot of people always spent their very own free time to vacation as well as go to the outside with them family members or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity honestly, that is look different you can read the book. It is really fun in your case. If you enjoy the book you read you can spent the whole day to reading a reserve. The book The Handbook of International Advertising Research (Handbooks in Communication and Media) it is rather good to read. There are a lot of those who recommended this book. These folks were enjoying reading this book. In case you did not have enough space to bring this book you can buy typically the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not to fund but this book provides high quality.

**Arlene Farrar:**

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