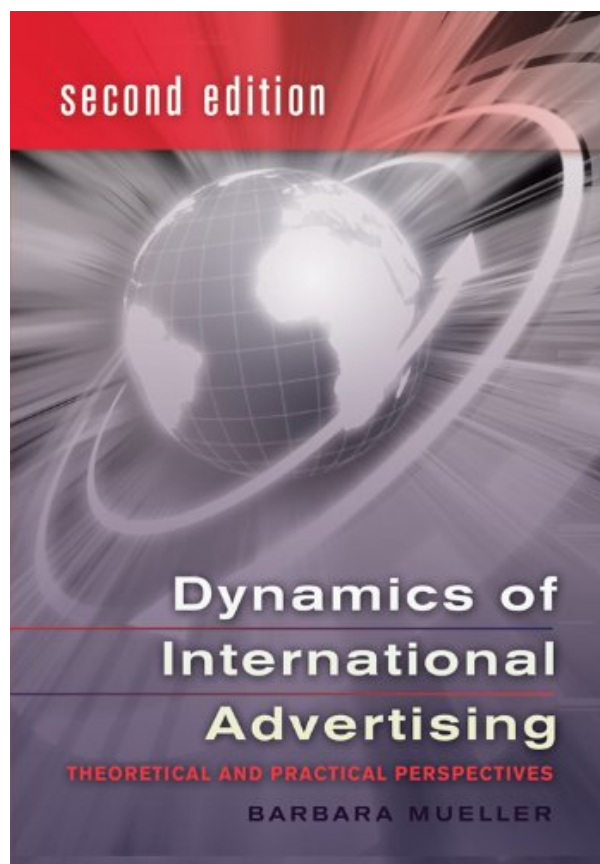
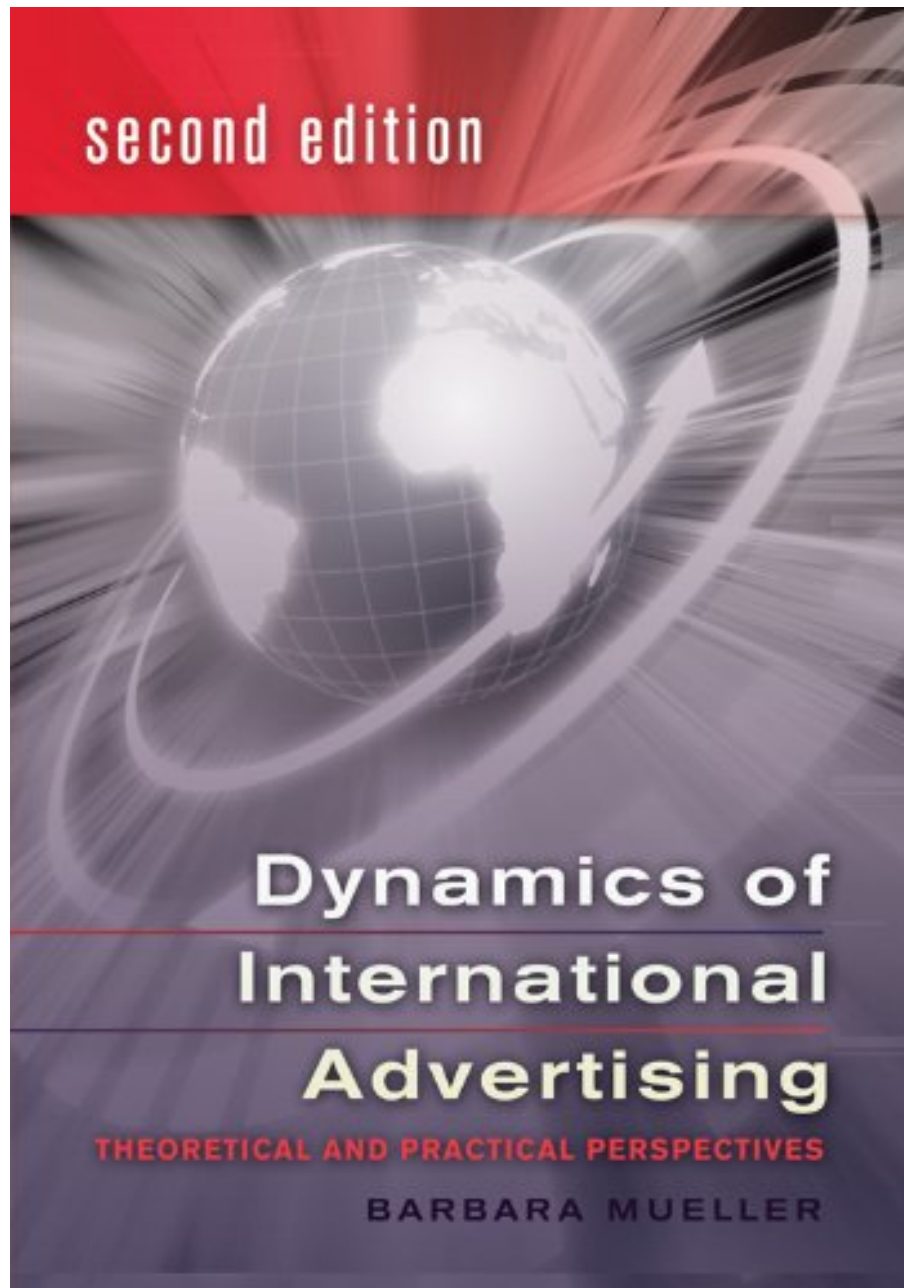


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-'Dynamics of International Advertising' is a truly outstanding book. The author does an outstanding job of providing very current examples of international advertising practices. There is also a wealth of recent data in the book and the author does an excellent job of providing context for [the] many interesting tables and exhibits in the book, something that is often lacking in discussions of international business. The author also provides a wonderful overview of current trends, providing deep insight into what academic research and practitioner actions in these issues tell us about international advertising.- (Charles R. Taylor, John A. Murphy Professor of Marketing, Villanova School of Business)"

## **About the Author**

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. In addition to a multitude of articles in academic journals, she is the author of *Communicating with the Multicultural Consumer: Theoretical and Practical Perspectives* (Peter Lang, 2008), and is co-author (with Katherine Toland Frith) of *Advertising and Societies* (Peter Lang, second edition 2010).

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