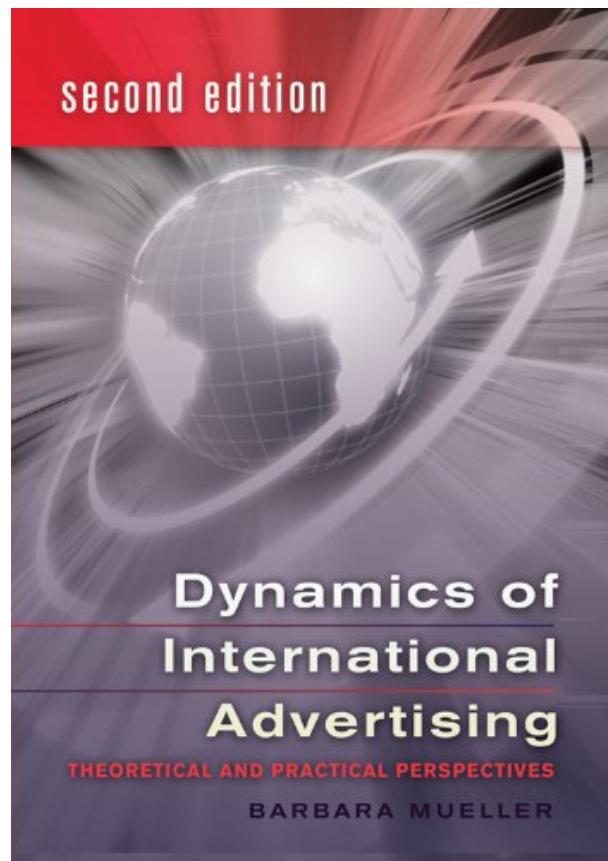
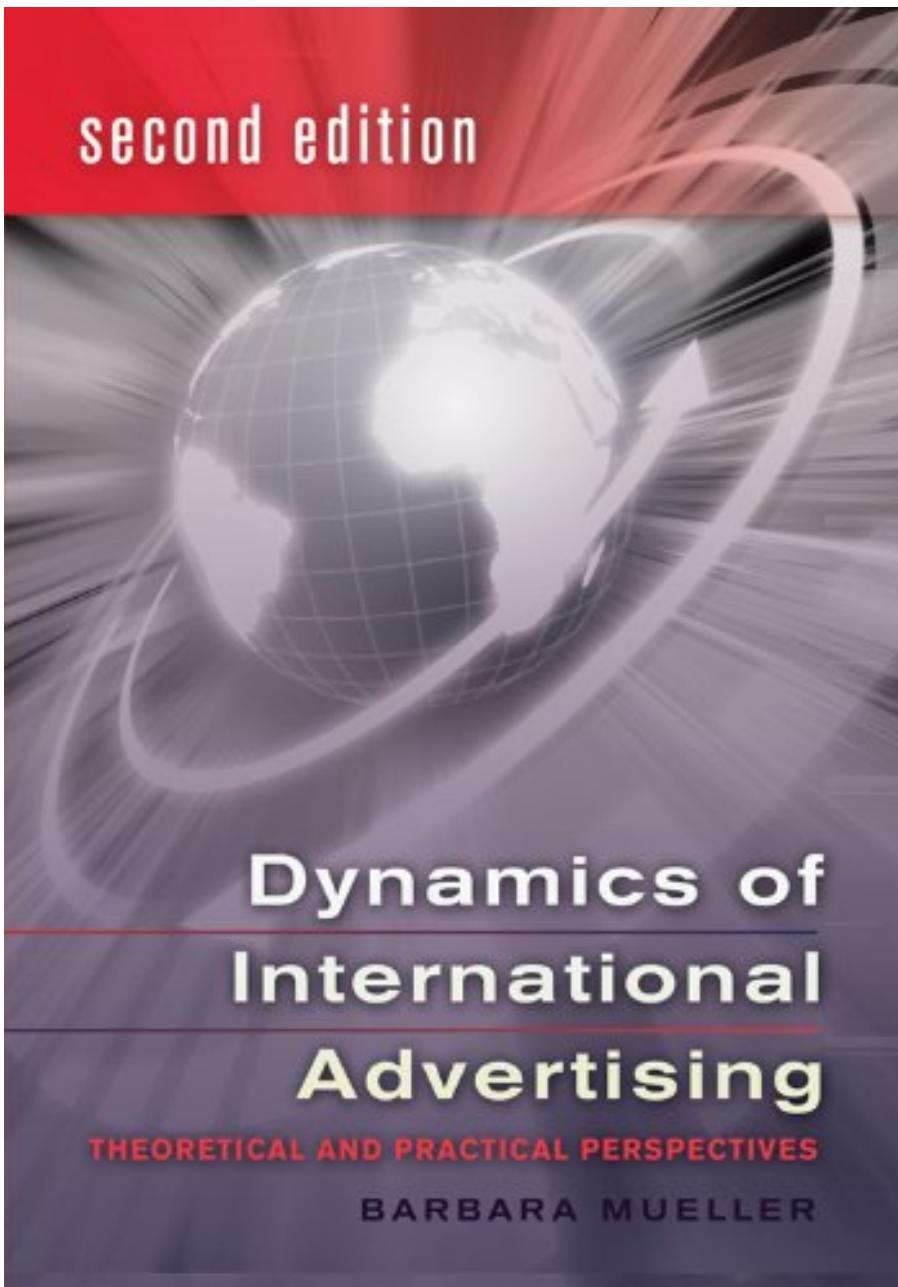


DYNAMICS OF INTERNATIONAL ADVERTISING: THEORETICAL AND PRACTICAL PERSPECTIVES BY BARBARA MUELLER



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-The second edition of this great book brings a wealth of updates and insights into international advertising. Barbara Mueller has a knack of drawing you in so that you find yourself unable to put each chapter down. One of the great strengths of the book is that it provides context, be it historic, societal or marketing, along with considerable depth of knowledge.- (Douglas West, University of Birmingham)

-'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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Dynamics of International Advertising brings to light the unique challenges marketers face in developing and implementing successful campaigns globally. With a balance of theoretical and practical perspectives, this second edition takes the reader inside the dynamics of advertising as it functions within the international marketing mix. Updated with the most recent statistical information as well as current examples and case studies, Dynamics of International Advertising addresses the key issues that advertisers must keep in mind in creating effective communication programs for foreign markets: cultural norms and values, political and legal environments, economic policies, social contexts, and more. Both the process and product of international advertising are addressed, from research and strategy development to creative execution and media planning. Ethical concerns are highlighted as well. This is an ideal textbook for upper-division undergraduate and graduate students in specialized courses dealing with international advertising or marketing. It is also an effective supplemental text for introductory advertising, marketing, or mass communications courses seeking to expand coverage of the international dimension. The book should prove useful to practitioners of international advertising, whether on the client side or within the advertising agency; researchers of international advertising and marketing will also find the text a valuable resource.

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