



Handbook of Research on International Advertising (Elgar Original Reference) (Research Handbooks in Business and Management Series)

By Shintaro Okazaki

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The *Handbook of Research on International Advertising* presents the latest thinking, experiences and results in a wide variety of areas in international advertising. It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research, such as research in digital media, retrospective research, cultural psychology, and innovative methodologies.

Forming a major reference tool, the *Handbook* provides comprehensive coverage of the area, including entries on: theoretical advances in international advertising research, culture and its impact on advertising effectiveness, online media strategy in global advertising, methodological issues in international advertising, effectiveness of specific creative techniques, global advertising agencies, international perspectives of corporate reputation, transnational trust, global consumer cultural positioning, and performance of integrated marketing communications, among others.

Researchers, students and practitioners in the fields of marketing, advertising, communication, and media management will find this important and stimulating resource invaluable.

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Editorial Review

Review

An excellent book for international marketing scholars and advertising executives that focuses on the complexity of making advertising decisions in a global world. The contributors identify how international advertising perspectives are being transformed by such changes as the emergence of social media, rise of BRIC countries, and increasing concern for localization of advertising. Confident in predictions and bold in recommendations, this book is written with ambition, scope, and verve that sets it apart from the usual advertising books.

- Subhash C. Jain, University of Connecticut, US

Almost 50 of the leading researchers, teachers and thought leaders have come together to brilliantly cover the complex and evolving field of international advertising research. From culture to methodologies to the newest in digital approaches, international advertising research has never gotten as compete coverage as found in this one volume.

--- Don E. Schultz, Northwestern University, US

About the Author

Edited by **Shintaro Okazaki**, Associate Professor, Universidad Autonoma de Madrid, Spain

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