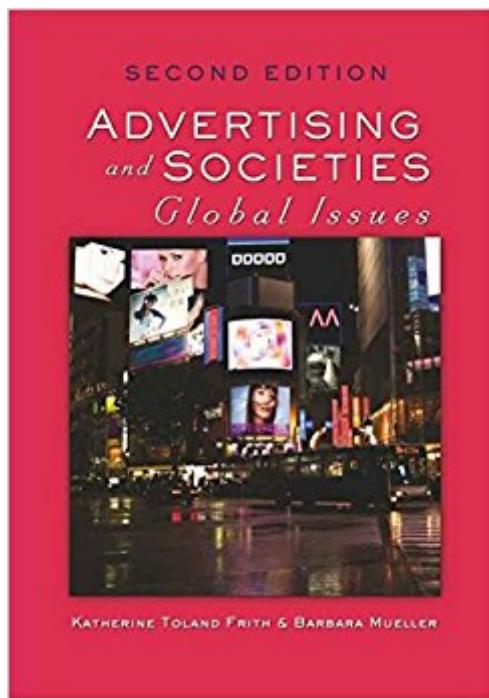


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# Advertising And Societies: Global Issues (Digital Formations)



## **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**

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## **Customer Reviews**

Ã¢“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 MuellerÃ¢“s Ã¢““Advertising and Societies: Global IssuesÃ¢“c 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 Ã¢““ 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).

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