



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:

Beverly Brown:

Typically the book *The Handbook of International Advertising Research (Handbooks in Communication and Media)* has a lot of info on it. So when you check out this book you can get a lot of advantage. The book was compiled by the very famous author. The author makes some research previous to write this book. This particular book is very easy to read; you may get the point easily after reading this book.

Karen McCarthy:

People live in this new moment of lifestyle; always make an effort to and must have the time or they will get a great deal of stress from both everyday life and work. So, if we ask do people have spare time, we will say absolutely of course. People is human not really a robot. Then we inquire again, what kind of activity have you got when the spare time coming to you actually of course your answer may be unlimited right. Then do you ever try this one, reading textbooks. It can be your alternative inside spending your spare time, the book you have read is actually *The Handbook of International Advertising Research (Handbooks in Communication and Media)*.

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