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places the reader in  
the midst of today's  
fast-paced,

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such as coupons or  
premium offers.

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world there are a  
myriad of media  
outlets—print, radio,  
cable and satellite TV,  
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process, how it

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6. Advertising□

□Advertising is any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor.□□

Advertising is the form of communication

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intended to promote the sales of the product or services to influence the public opinion, to get political support or to advance a particular causes. 7.

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1997. As such it has  
longevity and a wealth  
of successful projects  
to its name with many  
of the insights driving  
customised solutions  
and providing  
positive, quantifiable  
results - thus  
increasing customer  
service, brand  
awareness,  
expectations and

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how good advertising  
is the result of hard  
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exciting new

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paced world of  
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This cutting-edge approach provides intriguing insights into advertising in today's world. Readers see how strong advertising is the result of hard work and careful planning. A leader for its emphasis on integrated brand

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business, good  
advertising is the  
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communications. The  
author helps define  
cross cultural  
segments to better  
target consumers  
across cultures and  
features content on  
how culture affects  
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mission statement,  
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communications  
strategy. It also  
demonstrates the  
centrality of value  
paradoxes to cross  
cultural marketing  
communications, and  
uses the Hofstede  
model to help readers  
see how their  
understanding of  
cultural relationships  
in one country/region

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can be extended to other countries/regions. Updates to the new edition include: Up-to-date research on new topics, including: culture and the media, culture and the Internet, and a more profound comparison of the different cultural models. Includes discussion of how Covid-19 has

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