

The Global Advertising Regulation Handbook

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Reviews

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THE GLOBAL ADVERTISING REGULATION HANDBOOK



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Routledge. Paperback. Condition: New. 256 pages. Dimensions: 9.9in. x 7.0in. x 0.7in.Advertising is an important and visible component of marketing, competition, and consumer awareness. As many companies grow and expand to serve multinational audiences worldwide, there is a concomitant need to understand culture, customs and regulation in the world markets. Not only businesses but consumers and students as well need to understand the workings of advertising and its regulation in worldwide markets. This book is designed to fill this need for students and professionals. The book takes a thorough and critical view of the process in 21 countries, representing four continents of developed countries. An important feature of this handbook is the consistent, carefully plotted format of each chapter, facilitating easy access to key information. For each country, the chapters cover the following: form of governmenthistory of regulation along with current operating regulation systemsroutemanner in which cases are brought forward to regulating bodiesadvertising codes, if any, and how they workamount of money spent on advertising by yearconsumerism and its role in advertisingspecific regulation of advertising to children, health advertising and tobacco advertisingsanctions and control of advertising found inadmissibleposition of commercial speech in country--if anyCountries included are Argentina, Australia, Canada, Chile, ChinaHong Kong, Colombia, Belgium, Brazil, Denmark, Finland, France, Japan, Korea, Mexico, Peru, Portugal, Spain, Sweden, the United States, and the United Kingdom. Each chapters contributing author is a known expert in advertising with a particular insight on that countrys language, culture, and advertising industry. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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