



Advertising Worldwide: Advertising Conditions in Selected Countries

Ingomar Kloss, M. Abe, R. Hugo-Burrows, D. Caumont, P. Gaskin, M.-L. Kinturi, L. Uusitalo, I. Kloss, J. Liu, J. Miller, M. de Mooij, P. De Plesmacker, R. Srinivasan, O. Tretyak

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This book addresses the following questions: What are the social, cultural or religious particularities of advertising and advertising practices? Are there any taboos? What about legal restrictions? How is the advertising infrastructure? Are there any institutions, federations or boards of advertising? How are media data collected? How can specific target groups be addressed? Are there any specific habits in using media? Specialists from Australia, Belgium, Finland, France, Germany, India, Mexico, Russia, South Africa, Taiwan, and the USA provide comprehensive information on advertising conditions in their countries.

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