

Handbook of Research on International Advertising (Elgar Original Reference)

Shintaro Okazaki

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Handbook of Research on International Advertising (Elgar Original Reference) Shintaro Okazaki The Handbook of Research on International Advertising presents the latest thinking, experiences and results in a wide variety of areas in international advertising. It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research, such as research in digital media, retrospective research, cultural psychology, and innovative methodologies.

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