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This book deals with all aspects of advertising in various countries. It is a follow-up of Advertising Worldwide by the same editor. The book covers: Bulgaria, China, Greece, Hong Kong, Hungary, Ireland, Latvia, Malaysia, Singapore, South Korea, Spain, Switzerland, and the United Kingdom. It also contains a chapter on intercultural management as well as a case study of Barclaycard International. The authors are specialists from the respective countries. From the reviews: " This reader is an absolute must for all advertisers, agencies and students... "Werben und Verkaufen (Issue 40/2001)



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