

Contents

1. Introduction: The Vicissitudes of International Advertising 1
John Philip Jones

Part I **The Realities of International Advertising**

2. International Advertising Developments 13
Ashish Banerjee
3. International Advertising: How Far Can It Fly? 29
Roderick White
4. Alice in Disneyland: A Creative View of
International Advertising 41
Jeremy Bullmore
5. Brand and Consumer Values in Global Marketing 57
Harold F. Clark, Jr.

6. Mapping Cultural Values for Global Marketing and Advertising <i>Marieke de Mooij</i>	77
7. Women as an Advertising Target: An International Overview <i>Rena Bartos</i>	103
8. Media May Be Global, but Is Youth? <i>Rosemary Ford and Adam Phillips</i>	117

Part II
An International Circumnavigation

9. Rational Arguments and Emotional Envelopes: American and British Advertising Compared <i>John Philip Jones</i>	141
10. The Power of Advertising, Myths and Realities: Evidence From Norway <i>Thorolf Helgesen</i>	153
11. Print Advertising—and How an American Creative Man Learned to Operate in an International Environment <i>Jonathan Brand</i>	169
12. The Emergence of Advertising in Russia <i>Ludmilla Gricenko Wells</i>	181
13. Australia: A Western or Eastern Advertising Market? <i>Paul Gaskin</i>	197
14. The Emperor's New Clothes: A View From Australia on the Creative Process <i>Jill Powell</i>	207
15. Japan: The Advertising Agency Scene <i>John Philip Jones</i>	219

16. The Asia Pacific Tigers <i>Michael Ewing</i>	225
17. Is India an Asian Tiger? <i>John Philip Jones</i>	249
18. China: Advertising Yesterday and Today <i>Hong Cheng</i>	255

Part III
An International Perspective on
Measurement and Evaluation

19. How Single-Source Research First Developed <i>Colin McDonald</i>	287
20. Short-Term Advertising Strength: New Empirical Evidence From Norway <i>Thorolf Helgesen and Morten Micalsen</i>	299
21. The Effectiveness of Television Advertising in France <i>Laurent Battais and Laurent Spitzer</i>	311
22. Test Marketing—and Some Notes on Iceland, a Totally Isolated Marketing Environment <i>David Wheeler</i>	319
23. Modeling the Marketing Process: Innovation From Japan <i>Roger M. Brookin</i>	333
24. Media Synergy: Evidence From Germany <i>Rolf Speetzen</i>	355
25. What Do We Know of Mixed Media Effects? More Evidence From Germany <i>Adrian Weser</i>	365

26. Advertising Likability: A View From South Africa <i>Erik Du Plessis</i>	377
27. Pioneer Work on Advertising Evaluation: The Institute of Practitioners in Advertising's Advertising Effectiveness Awards <i>Chris Baker</i>	385
Index	391
About the Contributors	403