



Advertising in Developing and Emerging Countries

Emmanuel C. Alozie

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This indispensable study offers an in-depth analysis of advertising in developing and emerging economies as they join the global market and seek to improve the socio-economic condition of their citizens. Advertising in Developing and Emerging Countries illustrates the challenges and opportunities for advertising in these countries, and explores their critical relationship with developed economies with a multifaceted analysis of the role of advertising in an interdependent global economy. The contributors, academic and professional, with world wide experiences, examine the unique political, cultural and religious systems that affect advertising in a country, in both Western and non-Western contexts, and chart the consequences of its development from democratization to privatization to cultural hegemony. Emmanuel C. Alozie has put together an essential and unique book for scholars and students of public relations, advertising, marketing, media and international studies, as well as practitioners, those teaching and undertaking professional courses, and researchers in this critical field.

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