

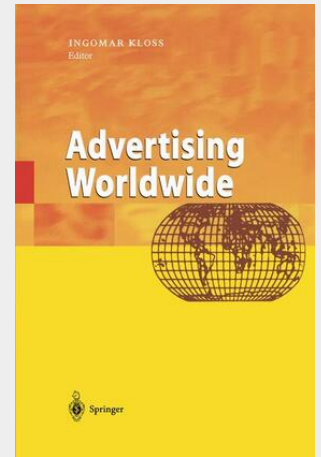
Kloss

Advertising Worldwide

Advertising Conditions in Selected Countries

Each company expanding its activities to foreign countries and advertising its products faces the question of how to do it. The book addresses the following questions: What are the social, cultural or religious features of advertising and advertising practices? Are there any taboos? What legal restrictions do apply? What kind of advertising infrastructure is there? Are there any institutions, federations or boards of advertising? What media are readily available? How are media data collected? What are the methods of gaining advertising data? How can specific target groups be addressed? Are there any particular preferences concerning the use of media? The book starts with an overview on the impact of culture and offers comprehensive information on advertising conditions in Australia, Belgium, Finland, France, Germany, India, Japan, Russia, South Africa, Taiwan, and the USA. Written by specialists from these countries.

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