DESCRIPTION

This timely handbook brings academic excellence to international advertising research in the form of 28 contributions from over 40 leading scholars. The handbook’s comprehensive treatment highlights existing knowledge, reports major findings across the subject, and recommends directions and agendas for future research.

• Fills the existing gap between the rapid growth in scholarly research on international advertising and the pressing need for more high-quality research in the area

• Covers 28 major areas in international advertising research, with contributions from more than 40 international advertising scholars based in over 10 countries or territories

• Comprehensive treatment includes the history of international advertising, audiences and media, strategy and execution, content effects, regulation, ethics, and advertising education

• Highlights existing knowledge in international advertising, reports major findings on a broad range of topics, and offers expert recommendations on directions for future research

• Contributors represent the most highly respected academics among international advertising researchers
Hong Cheng is Professor and Director of the Richard T. Robertson School of Media and Culture (formerly the School of Mass Communications) at Virginia Commonwealth University. His work includes *Becoming a Media Savvy Student* (co-authored with Guofang Wan, 2004); *Advertising and Chinese Society: Issues and Impacts* (co-edited with Kara Chan, 2009); and *Social Marketing for Public Health: Global Trends and Success Stories* (co-edited with Philip Kotler and Nancy Lee, 2011). He is a former head of AEJMC’s Advertising Division and International Communication Division, a current associate editor of *Journalism and Mass Communication Quarterly*, and the chair-elect of the National Education Executive Committee of the American Advertising Federation.