Contents

List of Figures x
List of Tables xi
Notes on Editor and Contributors xiii
Preface xxvi

Part I Historical and Methodological Underpinnings 1
1 International Advertising Research: A Historical Review 3
   Gordon E. Miracle
2 Research Methods for International Advertising Studies:
   A Practical Guide 32
   Charles R. Taylor and John B. Ford

Part II International Advertising Industry 49
3 The Economic Effects of Advertising: How Research
   Can Untangle Them 51
   John Philip Jones
4 Research on Transnational Advertising Agencies: Management,
   Structure, and Entry Strategies 78
   Kwangmi Ko Kim
5 Account Planning: International Perspectives 95
   Padmini Patwardhan and Hemant Patwardhan
6 The State of Research on Media Planning, Buying, and Selling
   Yunjae Cheong 111
Part III  International Advertising Audience and Media  
7 International and Cross-Cultural Consumer Behavior  
   Marieke de Mooij  
8 Magazines and International Advertising  
   Katherine Frith and Kavita Karan  
9 New Media and International Advertising  
   Ran Wei  
10 Viral Advertising: A Conceptualization  
   Petya Eckler and Shelly Rodgers  

Part IV  International Advertising Creativity and Strategy  
11 International Advertising Creativity  
   Sheila L. Sasser  
12 Visual Rhetoric and International Advertising  
   Barbara J. Phillips and Edward F. McQuarrie  
13 International Advertising Strategy  
   Stephen W. Marshall and Marilyn S. Roberts  

Part V  International Advertising Content  
14 Cultural Messages in International Advertisements  
   Yuan Zhang  
15 Gender-Role Portrayals in International Advertising  
   Ping Shaw, Martin Eisend, and Yue Tan  

Part VI  International Advertising Effects  
16 Attention and Memory Effects of Advertising in an International Context  
   Mahdi Rajabi, Nathalie Dens, and Patrick De Pelsmacker  
17 A Close Look at Research on Sex Appeal Advertising  
   Fang Liu  
18 Celebrity Endorsement and International Advertising  
   Wei-Na Lee and Nam-Hyun Um  
19 International Branding: Findings, Shifts, and Challenges  
   Fengru Li
## Part VII  International Advertising Law, Regulation, and Ethics  393

20  International Advertising Law and Regulation:  
    A Research Review and Agenda – the Devil Is in the Details  395  
    Ross D. Petty

21  International Research on Advertising and Children  414  
    Kara Chan

22  Social Responsibility in International Advertising  434  
    Xiaoli Nan and Hye-Jin Pack

## Part VIII  Beyond International Commercial Advertising  455

23  Integrated Marketing Communication Research:  
    Its Limited Past and Huge Potential  457  
    Don E. Schultz, Ilchul Kim, and Kyoungsoo Kang

24  Sibling Rivalry: How Public Relations and Advertising  
    Continue to Grow and Live Together  484  
    Barbara DeSanto and Curtis B. Matthews

25  Now Starring Brand X: Product Placement as a Local, Global,  
    and Glocal Branding Communication Tool  510  
    Michelle R. Nelson and Alexandra M. Vilela

26  International Sponsorship Research  529  
    Ellen L. Bloxsome, Mark R. Brown, Nigel K. Ll. Pope,  
    and Kevin E. Voges

27  Political Advertising in International Comparison  554  
    Christina Holtz-Bacha

28  International Advertising Education: Curriculum and Pedagogy  575  
    Frauke Hachtmann

Name Index  593
Subject Index  612