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## Preface

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The creation of a scholarly network resembles knitting a quilt – we personally and individually find threads and create layers of collaborative works. This book, *Handbook of Research in International Advertising*, grew out of such a network, which I am fortunate enough to have established over the past year. Leading academics from a wide range of countries each generously agreed to contribute a chapter, and to offer their precious insights on diverse subjects in international advertising research. I am now pleased to present this work to our community.

The chapters in this book address issues about the ways in which researchers grasp original ideas, generate rich theory, or advance the state of the art from new perspectives. Throughout the project, this book was intended to overcome three important challenges that may maximize our contribution to the shaping and the working of our increasingly complex world.

The first challenge was to offer new insights into diverse cutting-edge topics. I wanted to establish whether there was something we had not seen or learned in the past in terms of theories, methods or implications. Both the country and the expertise of each author are also so diverse. I recruited top researchers from relatively distinct fields of interest. As editor of this *Handbook*, I wanted to include such diversity for a good reason: often, our differences in terms of scientific discipline, research methods, interpretations, or managerial applications can become a rich source of inspiration. While such diversity is an important asset we possess, it has sometimes been neglected because of practical problems or preconceived ideas.

The second challenge was to introduce new cultural theories as an alternative worldview. Cultures differ in their definitions of the human environment, including novelty, hazard, opportunity, attack, gratification and loss, while, at a general level, they also resemble each other; thus people tend to perceive and respond to them similarly and appropriately. To date, however, only limited theories can be applied to our market classification. This book contains several chapters that have challenged this point by examining new cultural paradigms. This approach is consistent with recent reviews by thought leaders who collectively urge the need for new theories in cultural explanations.

Ever-changing world markets also provide us with fascinating opportunities for our research. The third challenge was to incorporate those

visions and insights into areas that have not yet been touched in prior international advertising research. For example, this book includes digital media, retrospective research and consumer psychology, along with some methodological issues.

This *Handbook* would never have been possible without the help and guidance of many people. My sincere appreciation goes to Ben Booth (Commissioning Editor) of Edward Edgar Publishing, who has been instrumental in publishing this book. I am deeply indebted to Elizabeth Clack (Senior Desk Editor) for her support, encouragement, and patience throughout the production process. Special thanks also go to Professor Susan Douglas, who passed away in January 2011. In memory, I appreciated her willingness to work on the chapter, and her commitment to it, which was co-authored and gratefully completed by Professor Craig.

Finally, I hope that readers will find this *Handbook* helpful for setting guidelines, or for refreshing ideas for conducting international advertising research. Different people may encounter this book at different stages of their professional careers. I hope that this *Handbook* will take you through a journey called research, by providing a path, expanding your visions, and encouraging you to find opportunities along the way.

Shintaro Okazaki  
Editor  
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