
Contents

<i>About the editor</i>	viii
<i>List of contributors</i>	ix
<i>Foreword</i>	xxi
<i>Preface</i>	xxii

PART I LEADING THOUGHTS

1 Best practices for cross-cultural advertising research: are the rules being followed?	3
<i>Charles R. Taylor and C. Luke Bowen</i>	
2 Understanding the role of culture in advertising	20
<i>Wei-Na Lee and Jinnie Jinyoung Yoo</i>	
3 Adoption of global consumer culture: the road to global brands	42
<i>Ayşegül Özsoymer</i>	

PART II CULTURE

4 Project GLOBE and cross-cultural advertising research: developing a theory-driven approach	61
<i>Narda R. Quigley, Mary Sully de Luque and Robert J. House</i>	
5 Typologies of cultural dimensions and their applicability to international advertising	88
<i>Ralf Terlutter, Sandra Diehl and Barbara Mueller</i>	
6 Culture and the mind: implications for art, design and advertisement	109
<i>Takahiko Masuda, Huaitang Wang, Kenichi Ito and Sawa Senzaki</i>	

PART III RESTROSPECTIVE

7 Advertising and consumer culture in Old Shanghai	137
<i>Russell Belk and Xin Zhao</i>	

vi *Handbook of research on international advertising*

- 8 Unearthing insights into the changing nature of Japanese advertising via the grounded theory approach 158
Shintaro Okazaki and Barbara Mueller
- 9 Twenty years on – retailer advertising during and since the fall of the Soviet Union: Tallinna Kaubamaja, “Estonia’s Department Store” 179
Brent McKenzie

PART IV RESEARCH METHOD

- 10 International advertising research: conceptual and methodological issues 201
C. Samuel Craig and Susan P. Douglas
- 11 Sampling in international advertising research 231
Louisa Ha
- 12 Using partial least squares path modeling in advertising research: basic concepts and recent issues 252
Jörg Henseler, Christian M. Ringle and Marko Sarstedt

PART V THE DIGITAL INFORMATION AGE

- 13 International advertising theory and methodology in the digital information age 279
Carolyn A. Lin
- 14 Online advertising: a cross-cultural synthesis 303
Yuping Liu-Thompkins
- 15 The role of e-WOM in international communication 325
Salvador Ruiz, María Sicilia, Inés López and Manuela López

PART VI CROSS-CULTURAL COMPARISON

- 16 A comparative study of corporate reputation between China and developed Western countries 353
Yang Zhang and Manfred Schwaiger
- 17 Probability markers in Croatian and Belgian advertisements and tolerance for ambiguity 376
Ivana Bušljeta Banks and Patrick De Pelsmacker
- 18 Social media usage and responses to social media advertising in emerging and developed economies 398
Shu-Chuan Chu and Sara Kamal

PART VII SOCIAL INTERACTION

19	Raising the golden arches: advertising's role in the socialization of the world	423
	<i>Jeffrey K. Johnson and Carrie La Ferle</i>	
20	Transnational trust in advertising media	439
	<i>Martin Eisend and Silke Knoll</i>	
21	The relation between gender and cultural orientation and its implications for advertising	455
	<i>Ashok K. Lalwani and Sharon Shavitt</i>	

PART VIII IMC AND THE GLOBAL MARKET

22	The importance and relevance of integrated marketing communications: a global perspective	473
	<i>Philip J. Kitchen and Marwa Tourky</i>	
23	Analysis of the relationship between advertisers and advertising agencies in the global market	497
	<i>Hirokazu Takada, Makoto Mizuno and Ling Bith-Hong</i>	
	<i>Index</i>	519