

# The Global Advertising Regulation Handbook

By Mary Alice Shaver, Soontae An



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Advertising is an important and visible component of marketing, competition, and consumer awareness. As many companies grow and expand to serve multinational audiences worldwide, there is a concomitant need to understand culture, customs and regulation in the world markets. Not only businesses but consumers and students as well need to understand the workings of advertising and its regulation in worldwide markets.

This book is designed to fill this need for students and professionals. The book takes a thorough and critical view of the process in 21 countries, representing four continents of developed countries.

An important feature of this handbook is the consistent, carefully plotted format of each chapter, facilitating easy access to key information. For each country, the chapters cover the following:

- form of government
- history of regulation along with current operating regulation systems
- route/manner in which cases are brought forward to regulating bodies
- advertising codes, if any, and how they work
- amount of money spent on advertising by year
- consumerism and its role in advertising
- specific regulation of advertising to children, health advertising and tobacco advertising
- sanctions and control of advertising found inadmissible
- position of commercial speech in country--if any

Countries included are Argentina, Australia, Canada, Chile, China/Hong Kong, Colombia, Belgium, Brazil, Denmark, Finland, France, Japan, Korea, Mexico, Peru, Portugal, Spain, Sweden, the United States, and the United Kingdom.

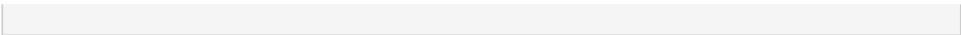
Each chapter's contributing author is a known expert in advertising with a particular insight on that country's language, culture, and advertising industry.



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#### **Review**

"As recently as 1990, international advertising was the province of a small club of multinational corporations. The world has changed, and today even your favorite neighborhood mom-and-pop store likely does international advertising, thanks to the Internet. We can no longer keep our heads in the domestic sand, ignoring the laws of other lands. This book is a great start, covering territory (geographic and otherwise) I've never seen in a single volume. There simply is no other single source that provides such a broad overview of advertising regulation--and self-regulation--around the globe. The *Handbook* is an invaluable reference that I will use over and over again." --Jef Richards, Michigan State University

"This ambitious volume covers advertising regulation in twenty different countries and provides insight into the forces driving regulation in each country, as well as detailed information about the origin of advertising regulation, the composition of the regulatory bodies, and the products and service areas most heavily regulated in each country. Practitioners, academics, and researchers will find the *Handbook* to be a helpful guide to the major policies regulating advertising in each of the countries presented." --Ronald E. Taylor, University of Tennessee, Knoxville

"This is the go-to book on advertising practices and regulations around the world. Shaver and An provided a comprehensive look at advertising structures in key countries and clearly address the dearth of research on self-regulation since the 1980s. Their analysis of the change and evolution of advertising worldwide will be a must read for both media students and practitioners for many years to come." --Angela Powers, Kansas State University

#### **About the Author**

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### **Users Review**

#### **From reader reviews:**

##### **Alvin Maltby:**

Now a day people who Living in the era wherever everything reachable by interact with the internet and the resources in it can be true or not demand people to be aware of each info they get. How many people to be smart in getting any information nowadays? Of course the answer is reading a book. Looking at a book can help people out of this uncertainty Information mainly this The Global Advertising Regulation Handbook book since this book offers you rich data and knowledge. Of course the details in this book hundred percent guarantees there is no doubt in it as you know.

##### **Edgar Curtis:**

The guide with title The Global Advertising Regulation Handbook includes a lot of information that you can understand it. You can get a lot of gain after read this book. This kind of book exist new information the information that exist in this reserve represented the condition of the world today. That is important to yo7u

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**Alfred Gates:**

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