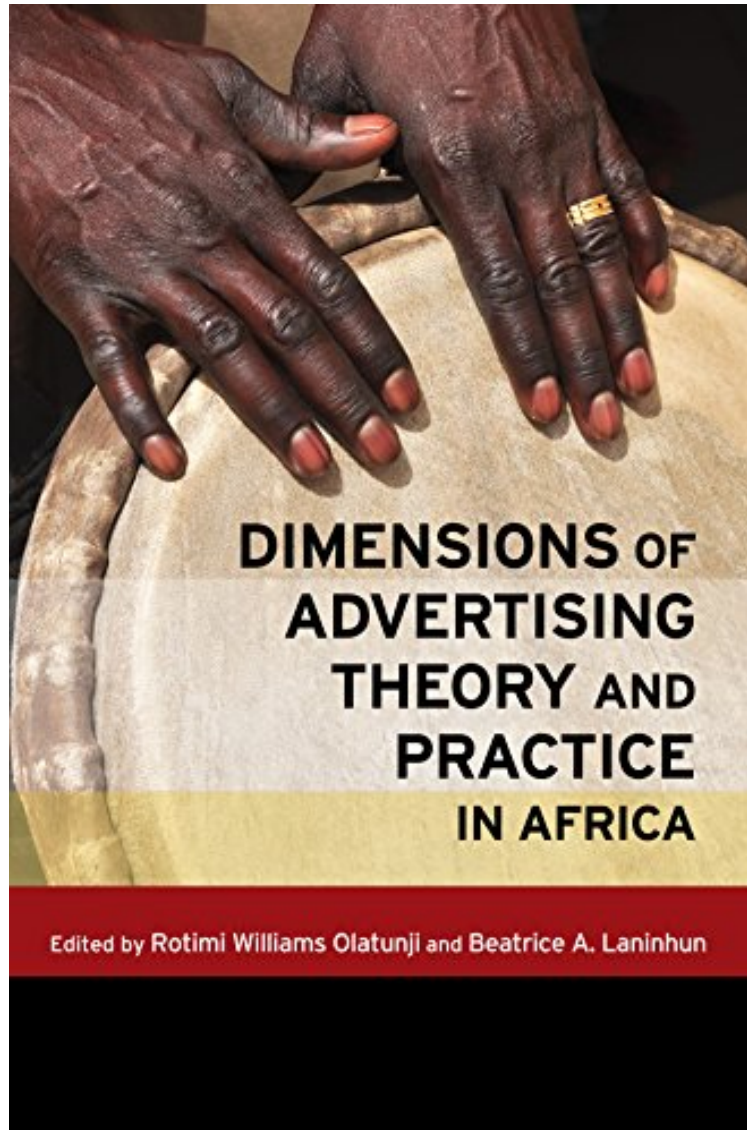


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Dimensions of Advertising Theory and Practice in Africa

Rotimi Williams Olatunji

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Rotimi Williams Olatunji : Dimensions of Advertising Theory and Practice in Africa before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dimensions of Advertising Theory and Practice in Africa:

his book brings together cutting-edge research by leading African communication and media theorists to provide a broad but detailed survey of the history and present state of the art of advertising in Africa. The book is a thought-

provoking reminder of the variety of approaches to the study of marketing communication on a continent where advertising is often taken for granted. From indigenous African forms of advertising ndash; by street criers, wall paintings, and even olfactory appeals ndash; to the latest experiments in integrated marketing communication via the Internet, home videos, smartphones, and social media, *Dimensions of Advertising Theory and Practice in Africa* is a comprehensive survey both of Africa's contributions to the globalized advertising industry and of the industry's profound affect on African economies and cultures. The first collection of its kind, the book marks an important moment in the study of marketing communication in Africa. It will be an essential text for years to come.