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# SHOCK ADVERTISING. ARE CONSUMER RESPONSES AFFECTED BY CULTURE A CASE STUDY ON BENETTON CAMPAIGNS UNDER OLIVIERO TOSCANI EXAMINING GERMAN AND ENGLISH RESPONSES



GRIN Verlag. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 11.7in. x 8.1in. x 0.2in.Bachelor Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: First class, University of Birmingham, 55 entries in the bibliography, language: English, comment: This thesis analyses the impact of culture on the perception of advertising. I chose to compare and contrast English and German repsonses to Benetton campaigns under Toscani. The research process included secondary...

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