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ADVERTISING IN THE AGING SOCIETY



Condition: New. Publisher/Verlag: Springer Palgrave Macmillan | Understanding Representations, Practitioners, and Consumers in Japan | Population aging is a powerful megatrend affecting many countries around the world. This demographic shift has vast effects on societies, economies and businesses, and thus also for the advertising industry. Advertising in the Aging Society presents insights from a large-scale content analysis as well as questionnaire surveys among advertising practitioners and consumers in Japan. As the most aged society in the world, Japan lends itself...

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