

## Advertising in Poland and Germany - A Comparison



Filesize: 4.78 MB

### **Reviews**

*It is simple in go through preferable to comprehend. It is full of wisdom and knowledge It is extremely difficult to leave it before concluding, once you begin to read the book.*

**(Leif Predovic)**

## ADVERTISING IN POLAND AND GERMANY - A COMPARISON



To save **Advertising in Poland and Germany - A Comparison** eBook, make sure you click the hyperlink beneath and download the document or have accessibility to other information that are have conjunction with ADVERTISING IN POLAND AND GERMANY - A COMPARISON ebook.

GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 217x151x3 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,8, University of Cooperative Education Mannheim (Berufsakademie Mannheim - Staatliche Studienakademie), course: International Marketing, 46 entries in the bibliography, language: English, abstract: Both number of advertisers and expenses for advertising have rapidly increased in Poland in the last years. From 1993 to 1994 advertising expenses grew from 299 to 469 million dollars. Continuous economical reforms and expenditure further contributed to this growth. Consequently, the case of Poland provides an ideal opportunity to study the impact an economy s stage of development has on advertising management (West / Paliwoda 1996, p. 82). Poland also offers huge potentials for its neighbouring countries which is especially true for Germany. From a German perspective it is eminently important to understand the differences between the German and the Polish culture as culture has a major impact on advertising and communication. The above justifies and is reason enough to have a deeper look at the Polish advertising market with reference to Germany. Therefore these issues will be dealt within the following study paper. It starts with theoretical background information on advertising and then continues with a secondary-statistical analysis of major advertisement conditions in the Polish and German markets. This involves comparing the legal framework and general infrastructure (advertising agencies, media) for advertising in the two countries. Furthermore, the attitudes of Poles and Germans towards advertisement will be explained as well as the influence the Polish and German cultures have on advertising appeals. The comparison concludes with an outlook on the further development of the advertising markets in Germany and Poland by...



[Read Advertising in Poland and Germany - A Comparison Online](#)



[Download PDF Advertising in Poland and Germany - A Comparison](#)

Related Books



[PDF] **50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills**

Access the hyperlink below to read "50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills" file.

[Read Book »](#)



[PDF] **The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program**

Access the hyperlink below to read "The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program" file.

[Read Book »](#)



[PDF] **Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers**

Access the hyperlink below to read "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers" file.

[Read Book »](#)



[PDF] **Weebies Family Halloween Night English Language: English Language British Full Colour**

Access the hyperlink below to read "Weebies Family Halloween Night English Language: English Language British Full Colour" file.

[Read Book »](#)



[PDF] **The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds**

Access the hyperlink below to read "The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds" file.

[Read Book »](#)



[PDF] **Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)**

Access the hyperlink below to read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)" file.

[Read Book »](#)