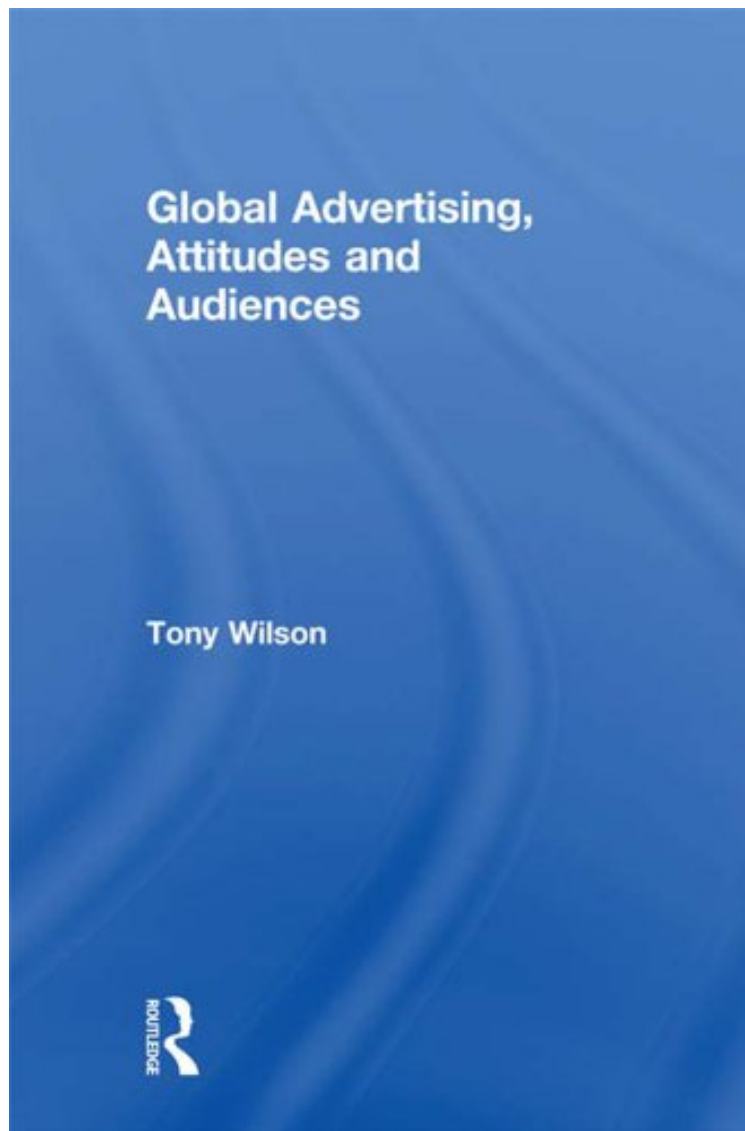


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Tony Wilson

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Tony Wilson : Global Advertising, Attitudes, and Audiences (Routledge Advances in Management and Business Studies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Advertising, Attitudes, and Audiences (Routledge Advances in Management and Business Studies):

Global Advertising, Attitudes and Audiences is a post-McDonaldization view of marketing power, consumer pleasure, and audience protest. The psychological process wherein consumers actively make sense of advertising and branding and integrate them with living is fundamentally important in thinking about their responses to product sold on screen. This wide-ranging book draws on forty years of media and marketing theory to present a precise perception of that process, a seven stage model of 'moments' in media marketing reception. Local understandings of global branding and marketing content traveling—often from West to East—is the main focus of Global Advertising, Attitudes and Audiences. Drawing from diverse reception studies of creative consumption, Tony Wilson develops a philosophical psychology of purchasing, testing theory against shared consumer responses in online blogospheres and offline interviews. Successive chapters interpret reception of banking, fast food, national, telecommunications and university global branding by Chinese, Indian and Islamic Malay consumers in multi-cultural Malaysia, an Anglophone gateway to S.E. Asia. These studies are used to illustrate how people view the 'worlds' constructed by product branding.

About the Author Tony Wilson is Associate Professor in the Faculty of Economics and Business at University Malaysia Sarawak and Associate Research Fellow in the Global Cities Institute Globalization and Culture Program, Royal Melbourne Institute of Technology. He is the author of five monographs on audience - consumer studies including, *Watching Television: Hermeneutics, Reception and Popular Culture* (1993, 1995) and *Understanding Media Users: From Theory to Practice* (2008, 2009). He is currently reconnoitering cultural horizons of East/West consumption in Malaysia, the anglophone gateway to S.E. Asia.