



Marketing in Developing Countries: Nigerian Advertising in a Global and Technological Economy (Routledge Studies in International Business and the World Economy)

Emmanuel C. Alozie

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No prior studies have examined the role, relationship, and impact of advertising and information technologies on African societies. Critically exploring the dominant cultural values and symbols conveyed in Nigerian mass media advertising, and the impact of this advertising on the socioeconomic development of Nigeria and Sub-Saharan Africa, this volume examines the many facets of the African marketplace. *Marketing in Developing Countries: Nigerian Advertising in a Global and Technological Economy* will aid current and potential investors and businesses in interpreting the cultural, socioeconomic, and technological evolution underway in this emerging economy, assist in their understanding of the challenges as well as opportunities they may encounter in this region, and encourage the creation of culturally sensitive advertising messages – that may ultimately support rather than distort Nigeria’s economic development.

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