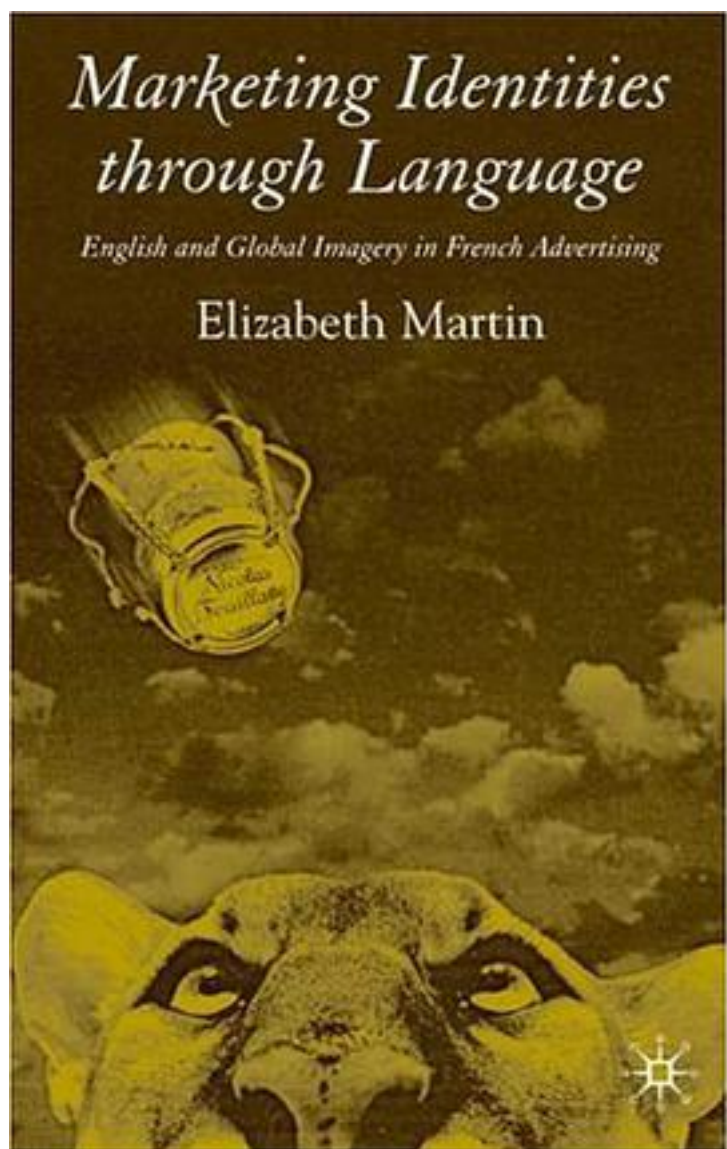


# Marketing Identities Through Language



[Marketing Identities Through Language 下载链接1](#)

著者:Martin, Elizabeth

出版者:Palgrave Macmillan

出版时间:2005-11

装帧:HRD

isbn:9781403949844

Elizabeth Martin explores the impact of globalization on the language of French advertising, showing that English and global imagery play an important role in tailoring global campaigns to the French market, with media companies undeterred by the attempts through legislation to curb language mixing in the media.

作者介绍:

目录:

[Marketing Identities Through Language\\_ 下载链接1\\_](#)

标签

评论

-----  
[Marketing Identities Through Language\\_ 下载链接1\\_](#)

书评

-----  
[Marketing Identities Through Language\\_ 下载链接1\\_](#)