

Advertising: Market Research Report

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Abstracts

The global outlook series on the Advertising Industry provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings.

Illustrated with 48 fact-rich market data tables, the report offers a rudimentary overview of the industry, and highlights latest trends and demand drivers.

Regional markets briefly abstracted and covered include North America (US & Canada), Europe (France, Italy, Germany and United Kingdom) Asia-Pacific (Japan, Australia, China, India, South Korea and Taiwan) and Latin America.

The report offers a compilation of recent mergers, acquisitions, and strategic corporate developments.

Also included is an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 1,763 companies worldwide.

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