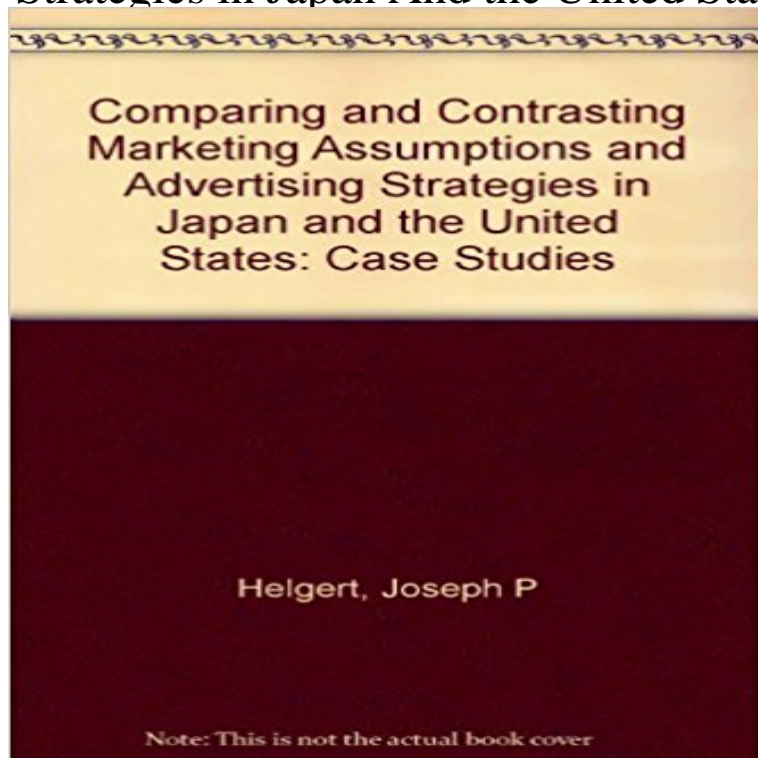


# Comparing And Contrasting Marketing Assumptions And Advertising Strategies in Japan And the United States: Case Studies



This study explores the practice and dynamics of advertising in the second largest democratic economy in the world - Japan. The work examines advertising practices through seven case studies, dramatically framed by individual vignettes written in the style of the Japanese business novel. The case problems and chosen solutions illustrate successful Japanese adaptations of advertising from around the world in addition to advertising practices that are culturally unique to Japan.

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