



American Advertising in Poland

Jeffrey K. Johnson

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This volume examines advertising for McDonald's, Levi's, Frito-Lay, and Coca-Cola used in Poland from 1990 to 2007. Case studies reveal a complex relationship between the corporations and Polish society and challenge the assumption that companies force products and ideas into a new market and thus destroy traditions and cultures. Companies instead found that they must adapt to meet Poland's cultural needs and pressures. Against a backdrop of globalization, the book contends, Poles transform and assimilate these outside products into their culture.

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