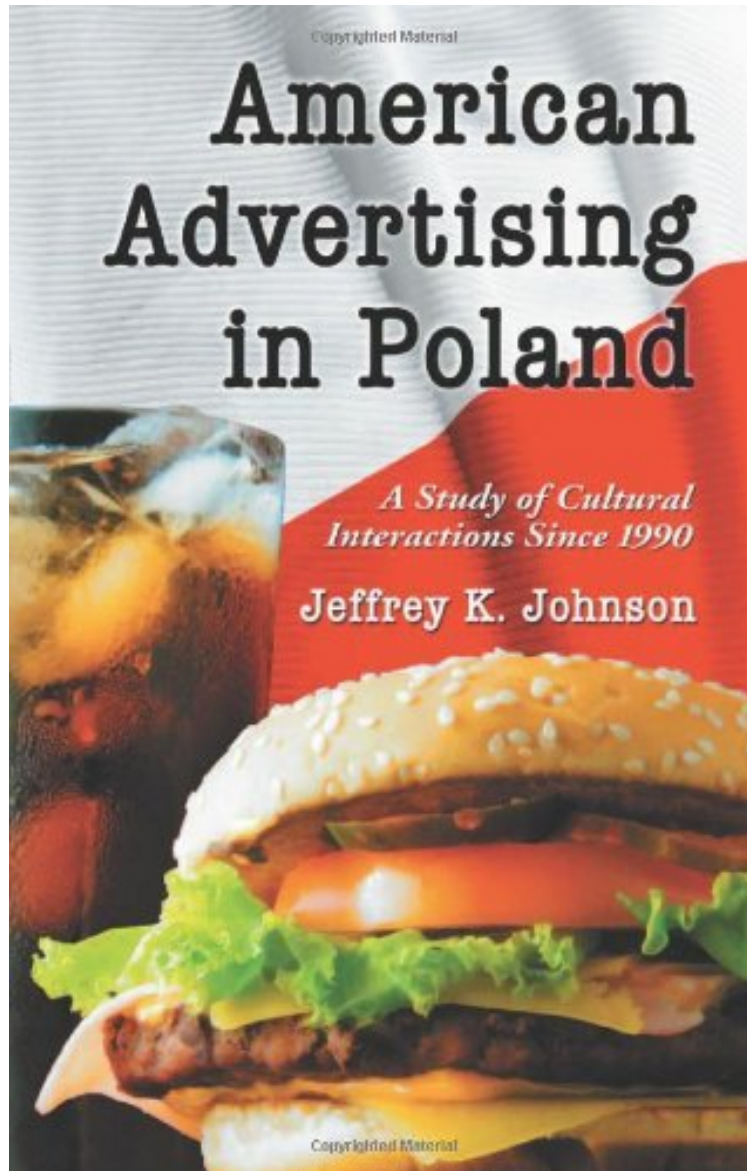


# American Advertising in Poland: A Study of Cultural Interactions Since 1990

Jeffrey K. Johnson

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**Jeffrey K. Johnson : American Advertising in Poland: A Study of Cultural Interactions Since 1990** before purchasing it in order to gauge whether or not it would be worth my time, and all praised American Advertising in Poland: A Study of Cultural Interactions Since 1990:

0 of 0 people found the following review helpful. this is a good jumping off point By Jon E Schellinger When many think of Poland they think of WWII and the Germans, but Poland has come a long ways since then and what is

interesting is how a country that was part of the Soviet Block has really embraced the United States and our advertising ways. Dr. Johnson is able to weave what could have been a very dry textbook feeling book into a study of the cultural applications of advertising and how the United States has stretched all the way to Poland. For anyone who is interested in Americanization or how Western Culture is spread, this is a good jumping off point. 0 of 0 people found the following review helpful. Interesting ReadBy JTMA bit of the beginning details the narrative history of advertising and it's importance which was of less interest to me since I essentially already agreed with the classification, but the meat regarding the case study of American corporations advertising in Poland was of interest to me. I had to do a marketing case study for Poland and this brought in several insights. While not for everyone, if you're interesting in marketing from a scholarly perspective, it's a pretty good book.

This volume examines advertising for McDonald's, Levir'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.

"Johnson's study should serve as an ideal model for all future examinations of commercial advertising...provides an incisive and extremely perceptive analysis of how advertising works as popular culture narrative...brilliant...wonderfully well-written...one of the best I have ever read"--The Journal of Popular Culture. About the Author Jeffrey K. Johnson is an American studies instructor at Michigan State University and has published articles on popular culture. He received the Somers Award for Excellence in Teaching and also served as a Peace Corps volunteer in Turkmenistan