

journal of advertising research

The Challenge of China

Editorial: Memo to Marketers: China Lives Geoffrey Precourt

Viewpoint: The Language of Chopsticks Jing Wang

How Far Is Too Far? The Antecedents of Offensive Advertising in Modern China Gerard Prendergast, Wah-leung Cheung, and Douglas West

Wired China: The Power of the World's Largest Internet Population Cate Riegner

Tradition Meets Technology: Can Mass Customization Succeed in China? Kun Song and Ann Marie Fiore

Luck of the Draw: Creating Chinese Brand Names William Li Chang and Peirchyi Lii

Integrated Marketing Communication: Practice Leads Theory Philip J. Kitchen, Ilchul Kim, and Don E. Schultz

How Green Should You Be: Can Environmental Associations Enhance Brand Performance? Francisco Javier Montoro-Rios, Teodoro Luque-Martínez, and Miguel-Angel Rodríguez-Molina

Endorsement Theory: How Consumers Relate to Celebrity Models Roger Marshall, WoonBong Na, Gabriel State, and Sonali Deuskar

Endorsement Practice: How Agencies Select Spokespeople B. Zafer Erdogan and Tanya Drollinger

Learning from Winners: How Research Drove a New Model for the Automotive Industry Raymond Pettit

Review of How Public Service Advertising Works Ruth Wooden

December 2008 Volume 48, No. 4