



# Just doing it. Il nuovo secolo asiatico (Advertising) (Italian Edition)

*Pia Elliott*

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La città cinese in cui si replicano solo falsi di quadri celebri, il panino al pollo con cui McDonald's è riuscita a farsi accettare nel subcontinente indiano, una travolgente campagna pubblicitaria per una birra che nemmeno esiste... Queste ed altre storie pittoresche, divertenti ma anche estremamente significative aiutano a tracciare lo sviluppo del marketing nel continente asiatico: una frontiera in cui nulla di quanto è assodato in Occidente da decenni pare poter essere riproposto tout court. Una frontiera in cui anche i mostri sacri della pubblicità americana hanno dovuto stravolgere le proprie logiche ridisegnando da zero approcci interpretativi e logiche di mercato alla ricerca delle giuste chiavi di lettura. Just Doing It - Il nuovo secolo asiatico è la naturale prosecuzione del primo volume sui 100 personaggi che hanno cambiato la storia dell'Advertising: due libri agili, coinvolgenti, pensati sia per gli addetti ai lavori (come l'autrice Pia Elliott) che per i semplici curiosi.

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