

## Shock advertising. Are consumer responses affected by culture A case study on Benetton campaigns under Oliviero Toscani examining German and English responses



### Book Review

Extensive manual! Its this type of very good study. This can be for all those who statte that there was not a worthy of reading through. I found out this ebook from my dad and i advised this publication to discover.  
(Dr. Laila Schuster)

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