

palgrave▶pivot

# Advertising Confluence: Transitioning Marketing Communications into Social Movements

Edited by

**Anshu Saxena Arora**

*Associate Professor of Marketing and Director of Global  
Logistics and International Business Education Research  
Center of Excellence, Savannah State University, USA*

and

**Sabine Bacouël-Jentjens**

*Professor in Management, ISC Paris Business School, France*

palgrave  
macmillan

# Contents

List of Figures	viii
List of Tables	ix
Foreword <i>John R. McIntyre</i>	x
Series Editor	xiii
Guest Editor	xiv
List of Contributors	xv
1 From Lipophilia to Lipophobia: The Role of Moral Entrepreneurs <i>Anne-Sophie Bacouël and Sabine Bacouël-Jentjens</i>	1
2 Creative Advertising Appeals on Global Cultural Spectrum <i>John Hudson and Anshu Saxena Arora</i>	14
3 Polysemy in Advertising: A Study of the Effects of Advertising Messages on Decision Making <i>William Chasteen and Shalonda Bradford</i>	28
4 Does the Country of Origin Matter for Cosmetics? The “Made in France” Argument <i>Manon Rebufet, Leila Loussaief, and Sabine Bacouël-Jentjens</i>	45

5	<b>Brand Diffusions and Brand Naming Strategies</b> <i>Eric Billinger and Amit Arora</i>	61
6	<b>Say It without Saying It: How Consumers Interpret “Tropes” in Advertising and Its Impact on Campaign Success</b> <i>Jamin Gordon and Jun Wu</i>	75
7	<b>How “True” Are Stereotypes? The Role of Stereotypes in Advertising</b> <i>Grace Curry, Ulysses J. Brown, III, Jun Wu, and Anshu Saxena Arora</i>	88
8	<b>The Value of Social Networks in the World of Advertising</b> <i>April Harris and Reginald Leseane</i>	99
	<b>Afterword</b> <i>Lisa Yount</i>	117
	<b>Index</b>	119