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论文

从广告看世界经济的全球化发展

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摘要:

广告是个人消费的函数,从广告的发展可以考察到全球各国的经济发展状况.通过运用主成分分析等统计方法,从全球范围考察广告与经济发展(尤其是供求关系),对大量数据加以分析和证明发现:广告的发展,呈正值的多为发达国家.而中国是惟一和发达国家并驾齐驱的发展中国家.这清楚地表明了20世纪90年代中国经济和广告的发展之迅速.

关键词: 广告;中国经济;全球化

From Advertising to the Developing Globalization of World Economy

Abstract:

Advertising is an index of consumption. Its development reflects the economic development of all the countries in the world. Databased statistical analysis of the relationship between advertising and the economy of a country (especially its demand and supply) reveals that countries with their advertising in the positive development in relation to their economy are most likely developed countries. China among all the third world countries is the only one that belongs to this category.

Keywords: advertising China's economy globalization

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