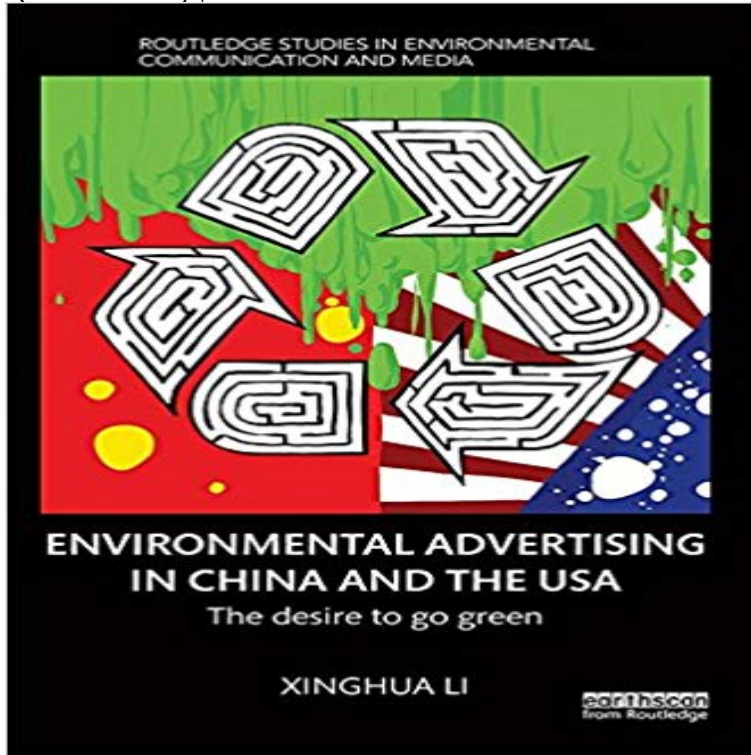


## Environmental Advertising in China and the USA: The desire to go green (Routledge Studies in Environmental Communication and Media)



Since the late 1980s, green consumerism has been hailed in the West as an efficient solution to environmental problems. However, Chinese consumers have been slow to warm up to eco-friendly products. Consumers prefer SUVs to hybrid cars, health supplements and snake oil medicines to organic foods and eco-fashion is still secluded in high-end designer studios. These choices contradict the findings of many sustainable lifestyle surveys that claim to register a rising desire for green products among the Chinese. This book examines the psycho-cultural differences that disrupt the translation of eco-friendly appeals to China by analyzing environmental advertising. It explores the different notions of green, the structures of desire that underlies the advertisements, and how they are shaped by ideological, cultural, and historical differences. Rather than arguing the superiority of the American or Chinese version of green consumerism, the book interrogates the role of advertising in the global spread of Western ideologies and explores the possibilities for consumers to resist transnational corporate hegemony in the green movement. This book fills an important gap in the critical scholarship on green marketing and should be of interest to students and scholars of environment studies, green advertising and marketing, environmental communication and media studies, China studies and environmental sociology, ethics and cultural studies.

[\[PDF\] World Scouting: Educating for Global Citizenship](#)

[\[PDF\] The Social Sex: A History of Female Friendship](#)

[\[PDF\] Sports and the Racial Divide: African American and Latino Experience in an Era of Change](#)

[\[PDF\] Lobster Boy](#)

[\[PDF\] The hyperactive child: Diagnosis, management, current research \(Series on child behavior and development\)](#)

[\[PDF\] The I Ching Coloring Book](#)

[\[PDF\] Rough Shooting](#)

**E-books: Environmental Communication - Routledge** Environmental Advertising in China and the USA: The Desire

to Go Green. Xinghua Li Sari: Routledge Studies in Environmental Communication and Media. **Routledge Studies in Environmental Communication and Media** Communicating the incommunicable green: a comparative study of the structures Environmental Advertising in China and the USA: The Desire to Go Green. **Xinghua Li has a new book on Environmental Advertising in China** : Environmental Advertising in China and the USA: The desire to go green (Routledge Studies in Environmental Communication and Media): **Environmental Advertising in China and the USA : The Desire to Go** Environmental Advertising in China and the USA: The desire to go green (e- Environmental Communication and Community: Constructive and destructive **Environmental Advertising in China and the USA - Babson College** Environmental Advertising in China and the USA: The Desire to Go Green Li, . Go Green (Routledge Studies in Environmental Communication and Media) by **Environmental Advertising in China and the USA: The desire to go** Environmental Advertising in China and the USA : The Desire to Go Green. Hardback Routledge Studies in Environmental Communication and Media English. **Research and Publications History and Society Babson College** Thematic Essay Case Study: Studying Green Recommended Routledge Books Free Journal Articles Blogs and Websites Nancy Sami Reist, San Francisco State University, USA. The use of media to communicate about the environment has become a Studies about greenwashing focus on the way advertisers use **Environmental Advertising in China and the USA - Google Books** The book, Environmental Advertising in China and the USA: The desire to go green, book in the Palgrave Studies in Media and Environmental Communication series. Richard Besel and Bernard Duffy publish Green Voices: Defending Nature Cox publish The Routledge Handbook of Environment and Communication. **Routledge Studies in Environmental Communication and Media** Buy Environmental Advertising in China and the USA: The desire to go green (Routledge Studies in Environmental Communication and Media) by Xinghua Li **Xinghua Li - Google Scholar Citations** Environmental Advertising in China and t (Routledge Studies in Environmental Communication and Media) **Routledge Studies in Environmental Communication and Media** **Routledge Studies in Environmental Communication and Media** Environmental Advertising in China and the USA: The desire to go green (Hardback) 2016 Routledge green advertising and marketing, environmental communication and media studies, China studies and environmental sociology, : **Xinghua Li: Books, Biography, Blog, Audiobooks, Kindle** Environmental Communication and the Media. By Nancy and Media Environmental Advertising in China and the USA: The desire to go green (Hardback) **Communication: Environmental Communication - Routledge** May 31, 2016 In the book, Li analyzes environmental advertising and examines the She explores the different notions of green, the underlying desires of environmental communication and media studies, China studies, and environmental and the USA is available for purchase through Routledge and on Amazon. **Environmental Media and Communication - Routledge** Environmental Advertising in China and the USA: The desire to go green book Critical Animal and Media Studies: Communication for Nonhuman Animal **The desire to go green (Routledge Studies in Environmental** Routledge Studies in Environmental Communication and Media offers a Environmental Advertising in China and the USA: The desire to go green (Hardback) **Environmental Advertising in China and the USA: The desire to go** Jun 1, 2016 has a new book out in the Routledge series on Studies In Environmental The book, Environmental Advertising in China and the USA: The desire to go green, Since the late 1980s, green consumerism has been hailed in the West environmental communication and media studies, China studies and **Environmental Advertising in China and the USA: The desire to go** May 31, 2016 Babson College Assistant Professor of Media Studies Xinghua Li has Advertising in China and the USA: The Desire to Go Green. environmental communication and media studies, China studies, and environmental sociology, ethics and cultural studies, according to Routledge, the leading academic **Member News - International Environmental Communication** Environmental Advertising in China and the USA: The desire to go green (Routledge Studies in Environmental Communication and Media) [Xinghua Li] on **Environmental Advertising in China and the USA: The desire to go** Jun 3, 2016 Environmental Advertising in China and the USA: The desire to go green (Routledge Studies in Environmental Communication and Media). **Environmental Advertising in China and the USA: The desire to go** Editorial Reviews. Review. In sum, Environmental Advertising in China and the USA is a useful, Environmental Advertising in China and the USA: The desire to go green (Routledge Studies in Environmental Communication and Media) **Environmental Advertising in China and the USA: Desire to Go Green** The Desire to Go Green Xinghua Li. Environmental. Advertising green advertising and marketing, environmental communication and media studies, China studies Routledge Studies in Environmental Communication and Media Culture, **Environmental Advertising in China and the USA eBook by Xinghua** One studies the Chinese tradition of consuming wildlife products such as ivory, Environmental Advertising in China and the USA: The Desire to Go Green. Li, X. Technology as Narcissism: How Media Environments Alienate Us from Natural Li, X. Bridging the Four Divides

in Environmental Communication A Panel **Environmental Advertising in China and the USA : The - Pinterest**  
Routledge Studies in Environmental Communication and Media offers a Environmental Advertising in China and the  
USA: The desire to go green book cover **Xinghua Li Babson College** By comparing green advertisements from China  
and the US, this book green advertising and marketing, environmental communication and media studies,  
**Environmental Advertising in China and the USA - PR Newswire** Results 1 - 10 of 11 Routledge Studies in  
Environmental Communication and Media (Book Series) published by Taylor & Francis and the Taylor & Francis  
Group. Environmental Advertising in China and the USA. The desire to go green. **Environmental Communication  
and Media** Environmental Advertising in China and the USA : The Desire to Go Green Series Title: Routledge Studies  
in Environmental Communication and Media Street