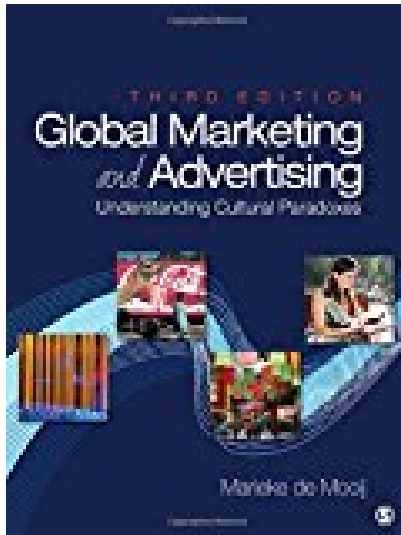


Global Marketing and Advertising Understanding Cultural Paradoxes



BOOK DETAILS

- Author : Marieke de Mooij
- Pages : 344 Pages
- Publisher : SAGE Publications, Inc
- Language : English
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BOOK SYNOPSIS

Packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter, *Global Marketing and Advertising* (by Marieke de Mooij) offers a mix of theory and practical applications as it covers globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications.

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