



Marketing Across Cultures (5th Edition)

By Jean-Claude Usunier, Julie Lee

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Marketing Across Cultures examines how multinational companies can appreciate and adapt to international diversity. By comparing national marketing systems with local commercial customs, Usunier and Lee use a cross-cultural approach that provides essential information on how marketing strategies can be implemented in different national contexts.

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Marketing Across Cultures (5th Edition) By Jean-Claude Usunier, Julie Lee Bibliography

- Sales Rank: #1886652 in Books
- Published on: 2009-01-25
- Original language: English
- Number of items: 1
- Dimensions: 9.64" h x .96" w x 7.42" l, 2.11 pounds
- Binding: Paperback
- 496 pages

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Editorial Review

From the Back Cover

In an increasingly interconnected global business environment it is crucial that marketers recognise how a better understanding of cultural differences can help improve performance.

Marketing Across Cultures examines how multinational companies can appreciate and adapt to international diversity. By comparing national marketing systems with local commercial customs, Usunier and Lee use a cross-cultural approach that provides essential information on how marketing strategies can be implemented in different national contexts.

The fifth edition is full of up-to-date examples of internationally recognised companies that illuminate the various theories that underpin this area. Using clear language and numerous illustrations the text guides students through key cultural marketing issues, including new material on hot topics such as ethics, corporate social responsibility, and bribery.

About the Author

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