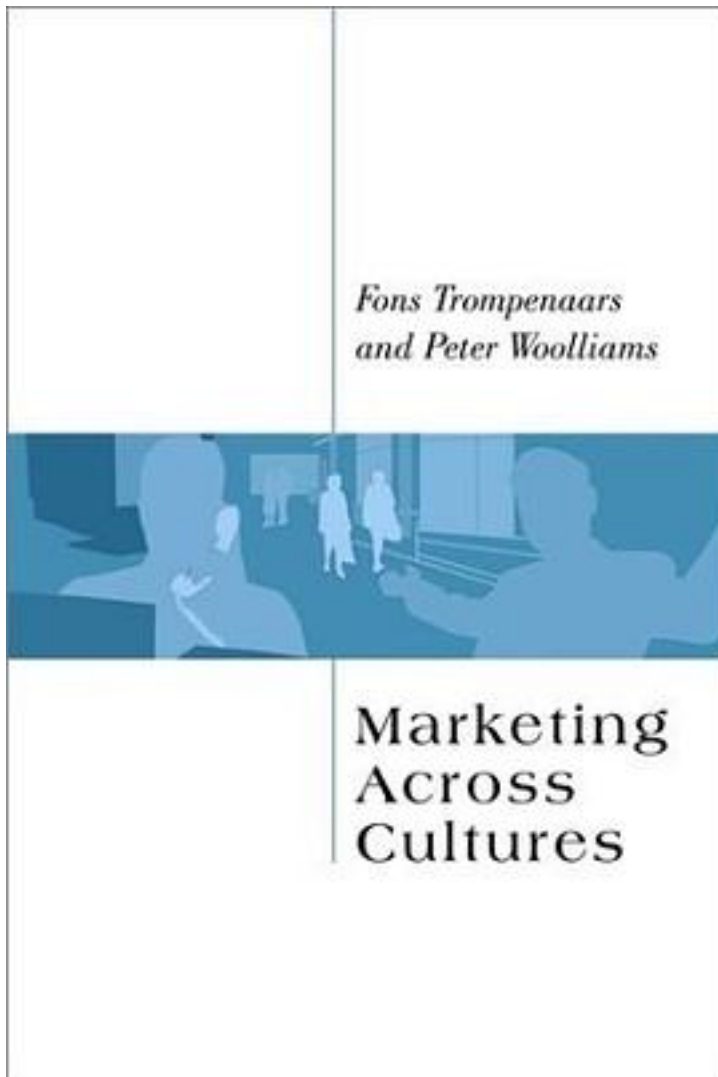


Marketing Across Cultures (Culture for Business Series)



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The marketing process is beset by dilemmas and Marketing Across Cultures is a cornerstone book in the Culture for Business series. Trompenaars and Woolliams show how we can understand different markets and customer needs in a wide range of cultural contexts.

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