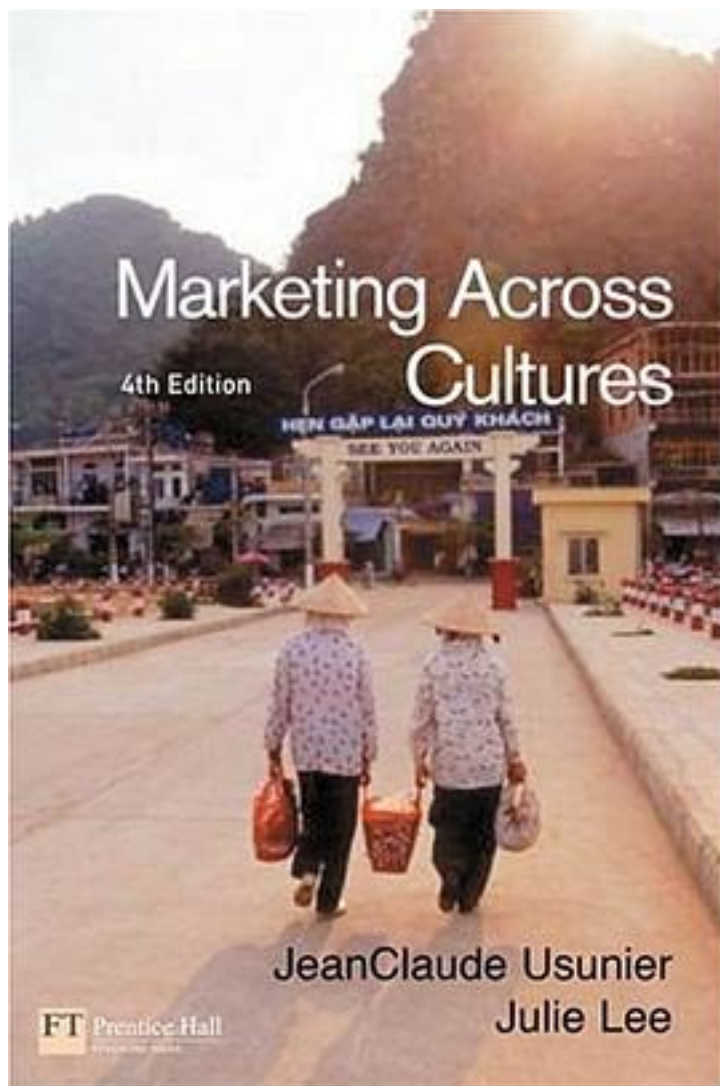


# Marketing Across Cultures (4th Edition)



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## 在线阅读本书

Marketing Across Cultures offers a different approach to global marketing, based on the recognition of diversity in world markets and on local consumer knowledge and marketing practices.

The text adopts a cultural approach to international marketing, which has two main dimensions:

- A cross-cultural approach compares national marketing systems and local commercial customs in various countries.
- An intercultural approach, which is centred on the study of interaction between business people from different cultures. The book is invaluable for senior undergraduate students who have studied a marketing management course and Postgraduate students (MBA in particular) for an international marketing course. For those who wish to improve their cultural awareness, this is essential reading.

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## 标签

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## 评论

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