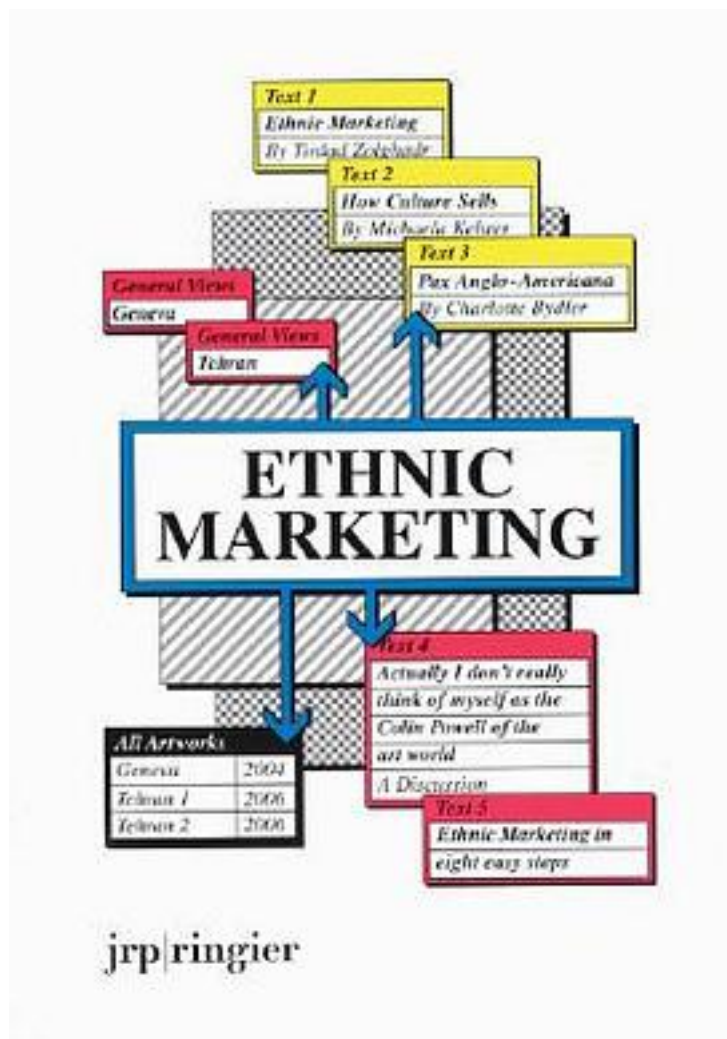


Ethnic Marketing



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著者:Stanton, P. John

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Ethnic Marketing is a practical guide to marketing to ethnic communities in various countries and cultures. There is growing evidence that the cultural and ethnic diversity of many advanced and newly industrialising economies is increasing, and that ethnic minorities, are seeking to maintain their identity. A systematic exposition of how to develop an effective marketing strategy targeting ethnic groups within a country has been lacking until now. Ethnic Marketing recognises the importance that individual ethnic groups and their institutions can have for marketing, hence the focus is on the ethnic group and the challenges and opportunities that ethnic groups represent.

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