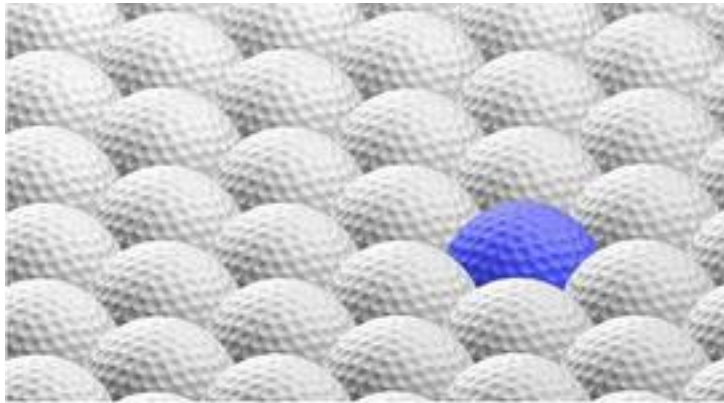


# Cultural Differences Reflected in Advertising Appeals



Ciprian Begu  
Stephen W. Marshall

## **Cultural Differences Reflected in Advertising Appeals**

A Study of Print Magazines in the U.S. and France



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