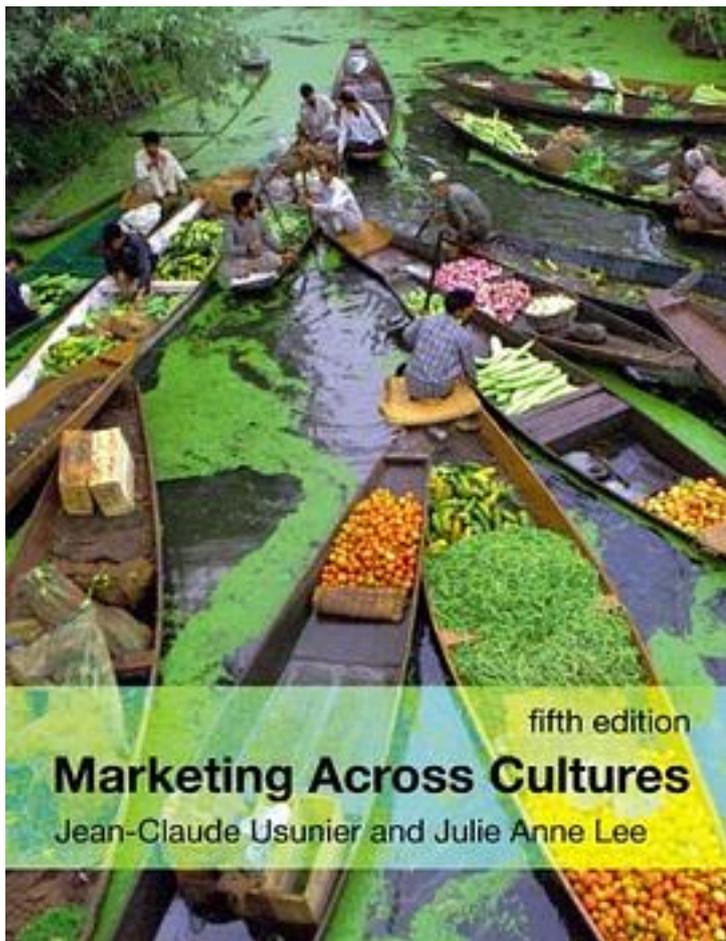


Marketing Across Cultures (5th Edition)



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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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