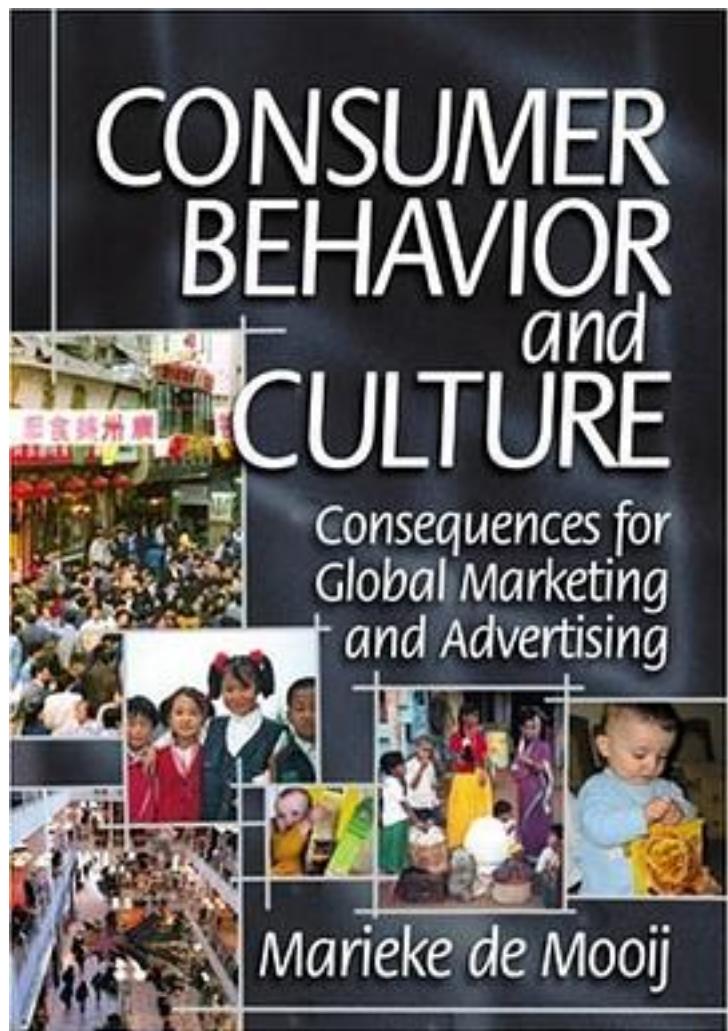


Consumer Behavior and Culture



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The Second Edition of this popular text brings up-to-date Marieke de Mooij's

important analysis of the impact of culture on consumer behavior worldwide. The author shows how it is increasingly vital for marketing students-tomorrow's marketing professionals-to understand the limits of consistent brand identities and universal advertising campaigns. Consumer behavior is not converging across countries, and therefore it is of even greater importance to understand, and be able to respond to, differences in behavior. This edition offers a new chapter, Chapter 7, on culture, communication, and media behavior that extends the prior edition's discussion on communication theories and advertising styles to cover differences in media usage worldwide, particularly the use of the Internet.

作者介绍:

Marieke de Mooij Ph.D. (Netherlands), is a consultant in cross cultural communications, and visiting professor at various universities, such as the University of Navarra in Spain, Vaasa University in Finland and European University Viadrina in Germany. In the Netherlands she teaches at a post graduate course of Groningen University (Academie voor Management). She is the author of several publications on the influence of culture on marketing and advertising.

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