



Global Marketing and Advertising: Understanding Cultural Paradoxes

Marieke de Mooij

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Packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter, **Global Marketing and Advertising** (by Marieke de Mooij) offers a mix of theory and practical applications as it covers globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications.

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