



Marketing Across Cultures

Jean-Claude Usunier, Julie Anne Lee

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In an increasingly interconnected global business environment, it is crucial that marketers recognise how a better understanding of cultural differences can help improve performance.

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.

Full of up-to-date examples, numerous illustrations and using clear language, this text will guide students through key cultural marketing issues.

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