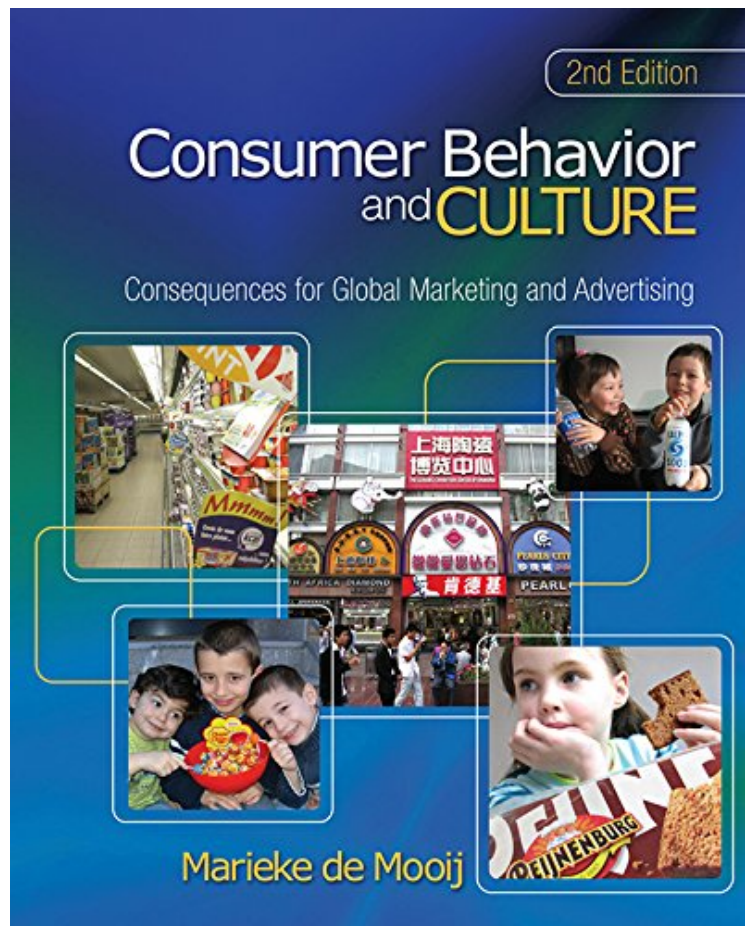


Consumer Behavior and Culture: Consequences for Global Marketing and Advertising

Marieke de Mooij

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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 and tomorrow's marketing professionals to understand the limits of consistent brand identities and

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