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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—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.

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