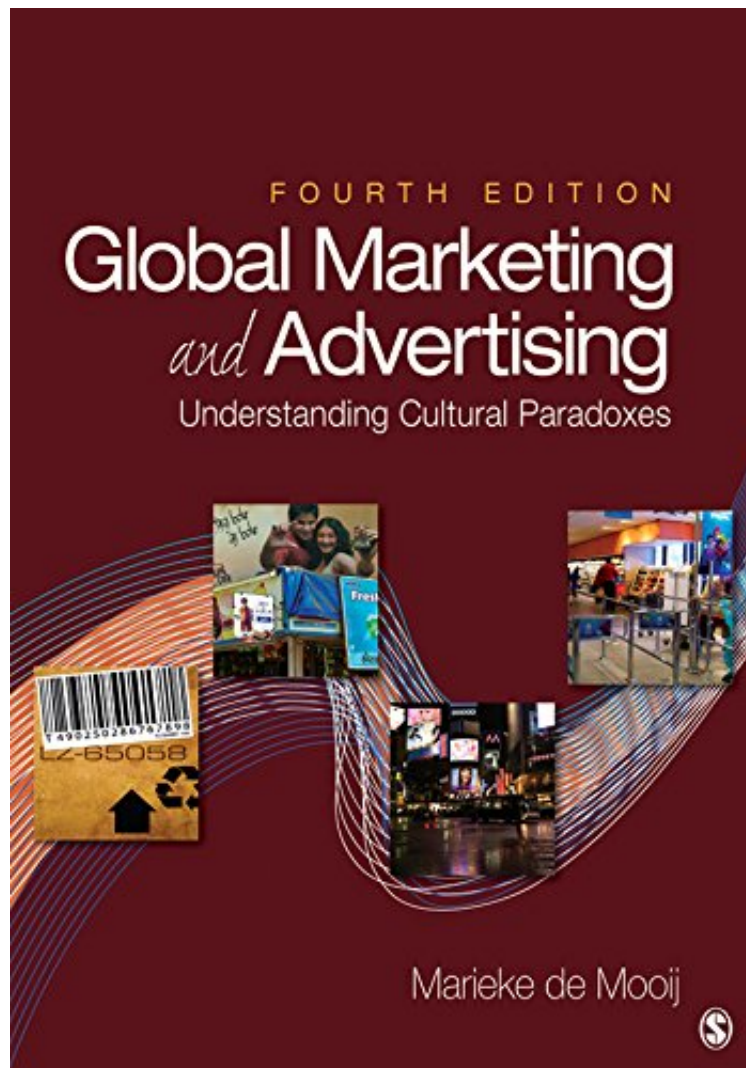


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Global Marketing and Advertising: Understanding Cultural Paradoxes

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.

"This book covers the material without belaboring the point. It is perfect for a liberal arts course. It is well-organized, clearly written, and interesting. It is also the right length." (Christine M. Von Der Haar 2013-06-19) "I love all of the advertising examples and the variety of photos of advertising from all over the world." (Deborah DeLong 2013-06-19) "The incorporation of culture and marketing theory in one cohesive text." (Patrice Prusko Torcivia 2013-06-19) "This book covers the material without belaboring the point. It is perfect for a liberal arts course. It is well-organized, clearly written, and interesting. It is also the right length." (Christine M. Von Der Haar 2013-06-19) "I love all of the advertising examples and the variety of photos of advertising from all over the world." (Deborah DeLong 2013-06-19) "The incorporation of culture and marketing theory in one cohesive text." (Patrice Prusko Torcivia 2013-06-19) About the Author Marieke de Mooij, Ph.D. (Netherlands), is a consultant in cross-cultural communications, as well as a retired profesora asociada of international advertising at the University of Navarra in Spain and visiting professor at several universities across the world. She is the author of several academic publications on the influence of culture on marketing and advertising. She has also authored books on culture and consumer behavior as well as culture and communication theory worldwide.