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Marketing Across Cultures analyses cultures within global marketing, based on the recognition of diversity in world markets and on local consumer knowledge and marketing practices. The text adopts a cultural approach to international marketing, which has two main dimensions:

A cross-cultural approach, which compares national marketing systems and local commercial customs in various countries.

An intercultural approach, which is centred on the study of interaction between business people from different cultures.

The book is invaluable for advanced undergraduate students who have studied a marketing management course and Postgraduate students (MBA in particular) for an international marketing course. For those who wish to improve their cultural awareness, this is essential reading.