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Global Marketing and Advertising: Understanding Cultural Paradoxes

By Marieke de Mooij



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Global Marketing and Advertising: Understanding Cultural Paradoxes By
Marieke de Mooij

Packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter, **Global Marketing and Advertising, Third Edition**, 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.

In this **Third Edition**, author Marieke de Mooij includes new topics and updated information and findings from recent studies and helps readers apply global marketing concepts to the management of global branding and marketing communications.

New and Continuing Features

- Includes new topics, including global public relations, culture and the media, and culture and the Internet, along with more extensive coverage of consumer behavior
- Helps companies define cross cultural segments to better target consumers across cultures
- Shows how culture affects strategic issues, such as the company's mission statement, brand positioning strategy, and marketing communications strategy
- Includes both recent and classic advertising examples from various parts of the world Demonstrates the centrality of value paradoxes to cross cultural marketing communications
- Uses the Hofstede model to help readers see how their understanding of cultural relationships in one country/region can be extended to other countries/regions

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Global Marketing and Advertising is intended for use in courses in International or Global Marketing and International or Global Advertising, and is

also a valuable resource for practitioners in global marketing departments of global companies and advertising agencies.

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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.

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