



Marketing And Multicultural Diversity (New Perspectives in Marketing) (New Perspectives in Marketing)

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As populations become increasingly mobile and production is globalized, countries and regions around the world are becoming multicultural in social composition. Such multicultural market environments call for new marketing concepts and methodologies as well as empirical research into the implications of multicultural diversity for marketers. Multiculturalism also has significant implications for inter-organizational relations in the context of international marketing. These important issues are addressed in this detailed volume, which examines these critical multicultural marketing issues at various geographic national, regional and global levels. With original coverage and an integrated perspective this book provides an essential overview of multicultural marketing.

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