



# Cross-Cultural Marketing

*Robert Rugimbana, Sonny Nwankwo*

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Cross-Cultural Marketing explores the key roles that multiculturalism plays in different societies and its impact on marketing theory and practice. It delineates current and ground breaking future directions of culture and multi-cultures in terms of strategies and tactics in different dimensions of marketing in different types of market structures and conditions. Unlike other publications that address cross-cultural management and international marketing dealing with internal organisational issues this text focuses on external and practical consumer issues in the market place. Cross-Cultural Marketing prepares readers for the realities and complexities of diversity.

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