


Global Marketing and Advertising: Understanding Cultural Paradoxes

By Marieke de Mooij

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Global Marketing and Advertising, Second Edition provides a knowledge base of cultural differences and similarities as well as a structure of how to apply this knowledge to the management of global branding and marketing communications. Offering a mix of theory and practical applications, it reviews global branding strategies, classification models of culture, and the consequence of culture for all aspects of marketing and advertising communications.

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Editorial Review

Review

"Mooij has written an insightful and informative update to her earlier work about the cultural aspects of international marketing. . . . The book is filled with cultural, country, and company examples that help illustrate and explain the paradoxes international marketers are likely to encounter." (P.G. Kishel *CHOICE* 2005-12-01)

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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