

Analyzing the Cultural Diversity of Consumers in the Global Marketplace

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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Description:

The key to any marketing strategy is finding a way to reach and appeal to the consumer. In the case of a diverse consumer pool, marketers must strive to direct their promotional efforts to appeal to a global customer base.

Analyzing the Cultural Diversity of Consumers in the Global Marketplace explores the strategies associated with promoting products and services to a culturally-diverse target market.

Readers:

This publication is ideally designed for use by marketing professionals, executives, students, as well as researchers.

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Topics Covered:

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