



# Global Marketing and Advertising: Understanding Cultural Paradoxes

*Marieke de Mooij*

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Cultural diversity influences marketing and advertising at all levels: consumer behaviour, research methodology, philosophies of how advertising works, advertising strategy, concept and execution. What the field has been lacking is a knowledge base of cultural differences and similarities, that can be used for developing global strategies. This book presents such a knowledge base, a structure to understand the consequences of culture for marketing and advertising.

**Global Marketing and Advertising** describes: the characteristics of a global brand; how advertising adds value to brands; the concept of culture and culture's consequences for values and motivation in advertising; and how culture influences perception of adv

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