

Cross-Cultural Marketing: Theory, practice and relevance

Dawn Burton

*ebooks / Download PDF / *ePub / DOC / audiobook*



#2950664 in eBooks 2008-11-21 2008-11-21 File Name: B001PNYJ30 | File size: 55.Mb

Dawn Burton : Cross-Cultural Marketing: Theory, practice and relevance before purchasing it in order to gage whether or not it would be worth my time, and all praised Cross-Cultural Marketing: Theory, practice and relevance:

Cross-cultural marketing is an important element of the contemporary business environment. Many conventional accounts of the topic have conflated cross-cultural and cross-national marketing, but in this groundbreaking, new book, Burton argues that these generalizations have little meaning given the extent of multi-culturalism in many societies. Given the importance of new emerging markets in the Far East, Middle East, Asia and Latin America, this book raises important questions about the applicability of existing marketing theory and practice, which was originally developed using the model of Western society. An extensive range of cross-cultural marketing issues is addressed, including: Cross-cultural consumer behaviour Cross-cultural management practice Promotional

strategiesProduct developmentDistributionMarketing research methodsnbsp;Cross-cultural Marketing offers a new, more complex and sophisticated approach to the important challenges for existing marketing theory and practice and their continued relevance for stakeholders. As such, it is an invaluable text for students of international and cross-cultural marketing, as well as for practitioners who wish to assess new developments in the field.

About the AuthorDawn Burton has taught sociology and marketing at leading British universities. She has written widely on cross-cultural consumer culture and has held numerous research grants in this area. She is the founding editor of the journal *Marketing Theory*. Her work has been published in leading journals in the fields of sociology, marketing, geography and management.