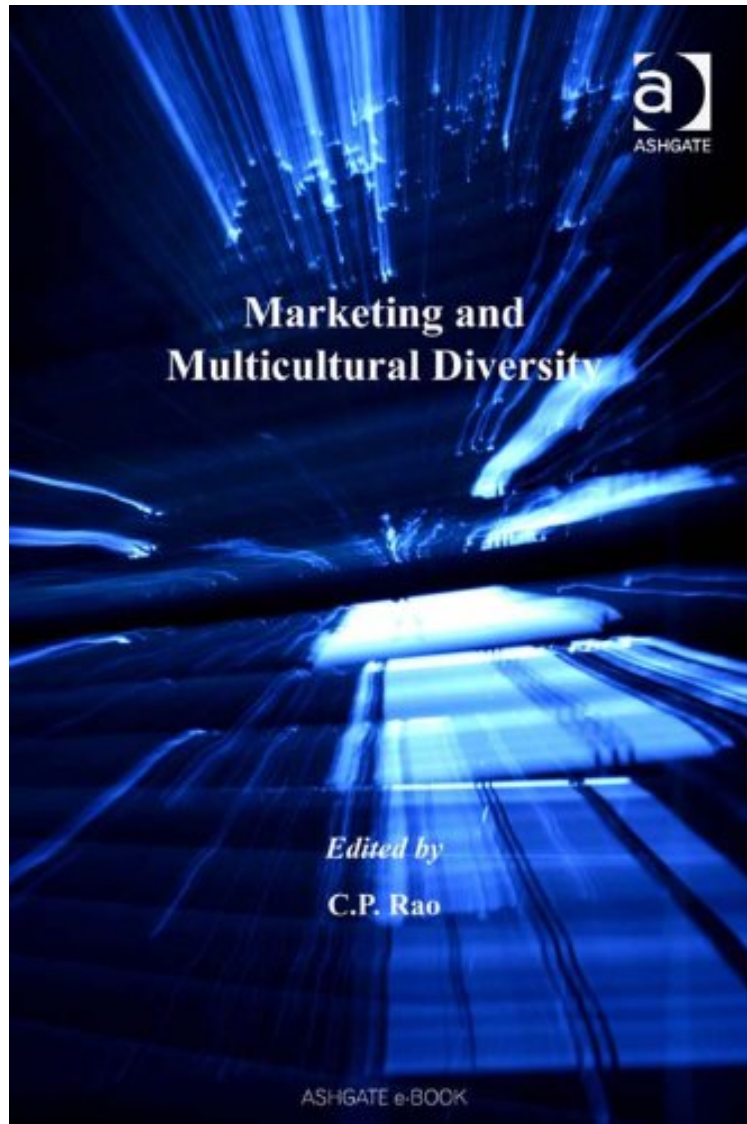


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Marketing and Multicultural Diversity (New Perspectives in Marketing)

C.P. Rao

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1 of 1 people found the following review helpful. Multicultural Marketing Analyst By Charles Coleman Sr. This book has significant detail provided from doctoral thesis. The data is not current and the topics although relevant are focused on UK and Australian subjects and not applicable to current global issues.

As populations become increasingly mobile and production is globalized, every country and region in the world is becoming multicultural in social composition. Such multicultural market environments call for new marketing concepts and methodologies as well as empirical research into the implications of multicultural diversity for marketers. Multiculturalism also has significant implications for inter-organizational relations in the context of international marketing. These issues are also addressed here. In addition the book deals with multicultural marketing issues at various geographical levels - national, regional and global. With original coverage and an integrated perspective this book provides an essential overview of multicultural marketing.

About the Author C.P Rao is Professor of Marketing and Director of the Case Research and Teaching Unit, in the College of Business Administration at Kuwait University, Kuwait.