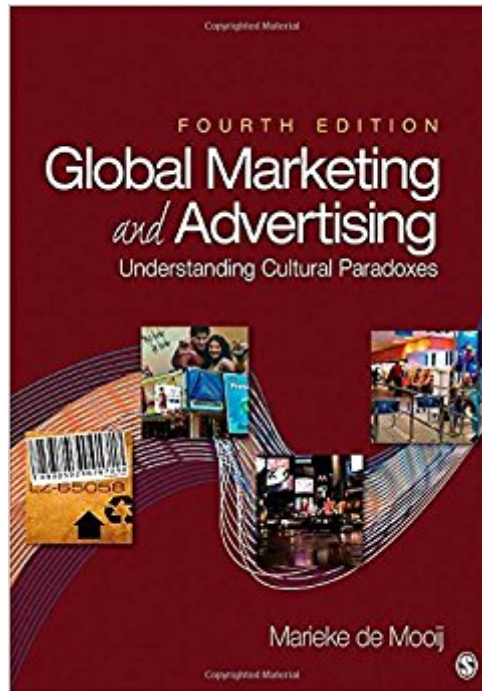




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Global Marketing And Advertising: Understanding Cultural Paradoxes



Synopsis

Packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter, *Global Marketing and Advertising* (by Marieke de Mooij) offers a mix of theory and practical applications as it covers globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications.

Book Information

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"This book covers the material without belaboring the point. It is perfect for a liberal arts course. It is well-organized, clearly written, and interesting. It is also the right length. "--Christine M. Von Der Haar (06/19/2013) I love all of the advertising examples and the variety of photos of advertising from all over the world."--Deborah DeLong (06/19/2013) "The incorporation of culture and marketing theory in one cohesive text."--Patrice Prusko Torcivia (06/19/2013) "This book covers the material without belaboring the point. It is perfect for a liberal arts course. It is well-organized, clearly written, and interesting. It is also the right length. "--Christine M. Von Der Haar (06/19/2013) "The incorporation of culture and marketing theory in one cohesive text."--Patrice Prusko Torcivia (06/19/2013) -This book covers the material without belaboring the point. It is perfect for a liberal arts course. It is well-organized, clearly written, and interesting. It is also the right length. ---Christine M. Von Der Haar (06/19/2013) -The incorporation of culture and marketing theory in one cohesive text.---Patrice Prusko Torcivia (06/19/2013) I love all of the advertising examples and the variety of photos of advertising from all over the world."--Deborah DeLong (06/19/2013)

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The book itself is fine. The problem I'm facing is navigating through the pages, especially skipping to different chapters. MOST of the time, the book freezes, does not respond, and I am forced to close out and reopen it. Once reopened, it takes three to four tries to go to the chapter that I wish to read. When I access this on my laptop, it's a little easier to navigate, but it's still a bit annoying to not be able to scroll normally, only page by page, and it's slow loading. In normal books, this usually isn't a problem because you read it all the way through once. For a college textbook, since flipping back and forth throughout the book is crucial, it becomes a problem. I am studying online at a university in the US from Brazil in order to be with my father through some difficult times this semester. This means the eTextbook is my lifeline. I don't have access to physical books, and I don't have other students who could help me the way they could in a traditional classroom setting. So far, I have been able to get by studying for the exams, but the added pressure of not knowing if my book will open doesn't help! Compared to the other eTextbook I have on Chegg, this is not a good layout.

not a must buy for educational material!

good condition taking into account the price

I'm just now using it for the course- and it's great. The content is very closely aligned with my course.

Good book and good service! Thank you

This was probably translated from Dutch, so the writing gets choppy, but the real point is de Mooij isn't sure if she's an academic or practitioner. Treat the book as a textbook and skim the ponderous arguments and weak examples. I'd suggest googling her papers instead, they get at most of the points and are much shorter. Most annoyingly, de Mooij doesn't really question western marketing

practice in a useful way, just points out that everything comes from an Anglosaxon/western perspective but doesn't suggest what to do instead.

De Mooij writes with high diction and covers a lot of ground, but some of the topics are outdated by 10-15 years and reading the last chapter provides a good summary of the main points.

From the author: With this book I have tried to develop a knowledge base of cultural differences and similarities that can be used for developing global marketing and advertising strategies and meaningful local adaptations. The structure for understanding the consequences of culture for marketing and advertising is based on Geert Hofstede's model for comparing national cultures. I have applied it to consumer values and motivations and found that it can explain culture's influence on marketing and advertising. To make the book useful for both students and practitioners, it includes a mix of basic theory and the practical applications with many examples. Excerpts from a review by David A. Victor in The Journal of Business Communication of July 1998: 'Marieke de Mooij has added a worthwhile contribution to the on-going discourse in cross-cultural business communication in Global marketing and Advertising: Understanding Cultural Paradoxes. The title might dissuade those in fields outside marketing from reading further, which would be unfortunate. Any of us with an interest in cross-cultural business ought to find something worthwhile in de Mooij's book. De Mooij focuses on the various paradoxes of cross-cultural marketing. She amply illustrates how "certain opposing values of one culture also exist in other cultures, but in reverse" (p. 2). De Mooij calls these "Value paradoxes" and it is here that she makes her greatest contributions. [...] Throughout her discussion of Value Paradoxes, she breaks new ground. [...] De Mooij has laid out an extremely well-balanced approach to understanding the competing needs of marketing globally while accommodating local advertising preferences.'

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