



Marketing in a Multicultural World: Ethnicity, Nationalism, and Cultural Identity

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The latest theories on cultural identity and the impact of ethnicity on the practice of marketing are presented in this timely book.

Issues addressed include: various ethnic responses to marketing strategies; marketing and ethnicity in developing countries and emerging capitalist nations; the effect of ethnicity on product evaluation and choice; the use of consumer goods and services to express ethnicity; and the involvement of specific ethnic groups in various aspects of the marketing profession.

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