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Her book Global Marketing and Advertising, Understanding Cultural Paradoxes (fifth edition, 2019), Sage Publications (UK) is used by practitioners and universities worldwide. A more specialized book is Consumer Behavior and Culture. Consequences for Global Marketing and Advertising (third edition, 2019), Sage Publications (UK).

Marieke de Mooij, Cross Cultural Communications Consultancy

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2018 - Global Marketing and Advertising, Understanding Cultural Paradoxes 5th edition Sage Publications, UK (488 p) 2014 - Human and Mediated Communication around the World. A Comprehensive Review and Analysis.

Marieke de Mooij - List of publications

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