

## Usunier Marketing Across Cultures

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Lee & Usunier, Marketing Across Cultures, 6th Edition ...

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Usunier, Jean-Claude. Marketing across cultures / Jean-Claude Usunier, Julie Lee. -- 4th ed. p. cm. Includes bibliographical references and index. ISBN 0-273-68529-5 (alk. paper) 1. Export marketing -- Social aspects. 2. International business enterprises -- Social aspects. 3. Intercultural communication. I. Lee, Julie, 1948-- II. Title. HF1416.U85 2005

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Marketing across cultures by Usunier, Jean-Claude

Jean-Claude Usunier is an Honorary Professor of Marketing at HEC Lausanne, Switzerland, and author of various books on marketing and culture, including International Marketing: A Cultural Approach, Marketing Across Cultures and International and Cross-Cultural Management Research .

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