



# Marketing Across Cultures

*Jean-Claude Usunier, Julie Anne Lee*

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In an increasingly interconnected global business environment, it is crucial that marketers recognise how a better understanding of cultural differences can help improve performance.

*Marketing Across Cultures* examines how multinational companies can appreciate and adapt to international diversity. By comparing national marketing systems with local commercial customs, Usunier and Lee use a cross-cultural approach that provides essential information on how marketing strategies can be implemented in different national contexts.

Full of up-to-date examples, numerous illustrations and using clear language, this text will guide students through key cultural marketing issues.



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