[**Marketing management : a cultural perspective**](https://swisscovery.slsp.ch/discovery/fulldisplay?docid=alma991123082519705501&context=L&vid=41SLSP_NETWORK:VU1_UNION&lang=de&search_scope=DN_and_CI&adaptor=Local%20Search%20Engine&isFrbr=true&tab=41SLSP_NETWORK&query=any%2Ccontains%2Cregional%20marketing%20differences&sortby=date_d&facet=frbrgroupid%2Cinclude%2C9028905491872309858&offset=0)

London : Routledge

A screenshot of a computer

Description automatically generated