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Summary: Marketing Across Cultures 4th edition + lectures This document contains a summary of the 4th edition of Marketing Across Culture and the most important parts of the lectures, I've been to quite a lot of them, really. I matched the chapters with the lectures.

Summary: Marketing Across Cultures 4th edition + lectures ...

Marketing Across Cultures 4th edition is one of the best cross cultural books written by Usunier and Lee. The topics discussed in the 4th ed. are more comprehensive, and have very good structure to follow.

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