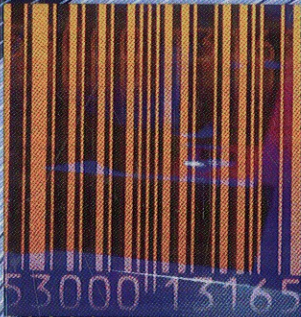
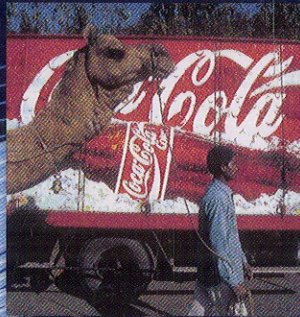


THIRD EDITION

Global Marketing *and* Advertising

Understanding Cultural Paradoxes



Marieke de Mooij



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