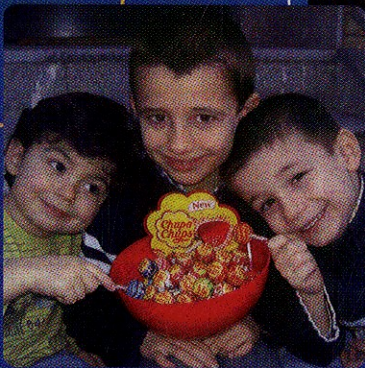


2nd Edition

# Consumer Behavior and **CULTURE**

Consequences for Global Marketing and Advertising



Marieke de Mooij



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