Brief contents

	Introduction: marketing in the global villages Acknowledgements	xii xvi
Part 1	The cultural variable in international marketing Introduction to Part 1 1 The cultural process 2 Cultural dynamics 1: time and space 3 Cultural dynamics 2: interactions and behaviours 4 Language, culture and communication	1 2 25 47 68
Part 2	The integration of local consumption in a global marketing environment Introduction to Part 2 5 Cross-cultural consumer behaviour 6 Local consumers and the globalization of consumption 7 Cross-cultural market research	99 100 102 131 184
Part 3	Marketing decisions for the intercultural environment Introduction to Part 3 8 Intercultural marketing strategy 9 Product strategy: physical, service and symbolic attributes 10 The critical role of price in relational exchange 11 International distribution and sales promotion	217 218 220 251 290 316
Part 4	Intercultural marketing communications Introduction to Part 4 12 Branding: managing meaning 13 Intercultural marketing communications 1: advertising 14 Intercultural marketing communications 2: personal selling, networking and public relations	339 340 342 372 428
	Author index Subject index	465