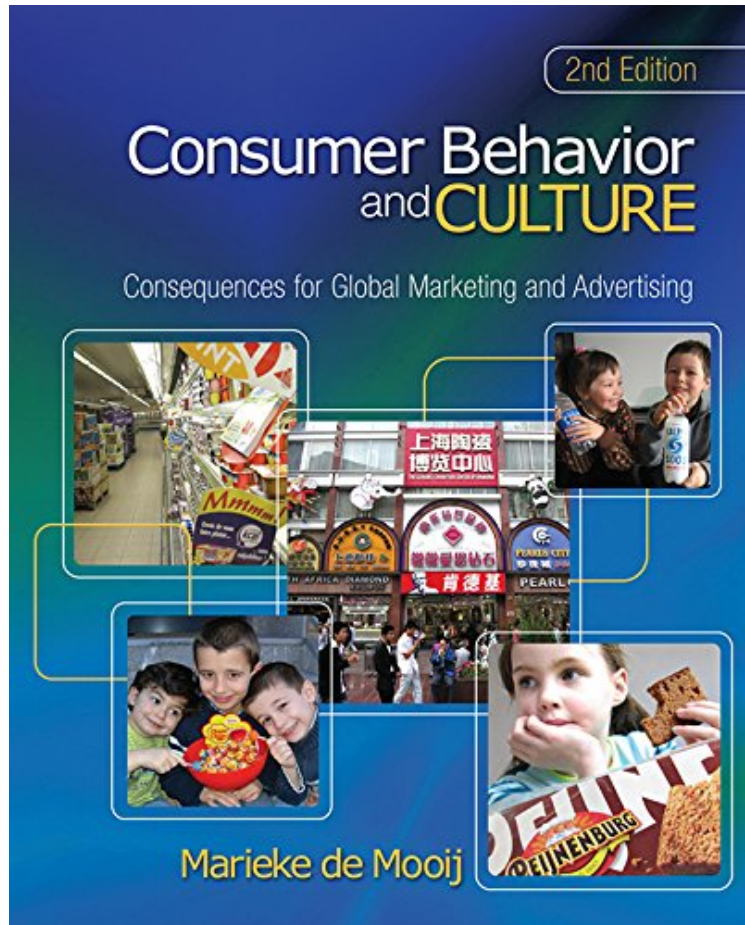


Consumer Behavior and Culture: Consequences for Global Marketing and Advertising

Marieke de Mooij

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