



Marketing and Multicultural Diversity (New Perspectives in Marketing)

C.P. Rao

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As populations become increasingly mobile and production is globalized, every country and region in the world is becoming multicultural in social composition. Such multicultural market environments call for new marketing concepts and methodologies as well as empirical research into the implications of multicultural diversity for marketers.

Multiculturalism also has significant implications for inter-organizational relations in the context of international marketing. These issues are also addressed here. In addition the book deals with multicultural marketing issues at various geographical levels - national, regional and global.

With original coverage and an integrated perspective this book provides an essential overview of multicultural marketing.

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