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Communications in Emerging Economies, Volume I Thomas Anning-Dorson,Robert E. Hinson,Henry Boateng,Albert Anani-Bossman,Ayça Can Kirgiz,Meenakshi Gujral,2021-10-28 The first of this two volume work brings to the fore marketing communication theories and concepts that are prominent in emerging economy contexts and highlights the opportunities and challenges within these markets Offering a distinctive meaning and importance to both the practice and the theory of marketing communications in emerging economies this collection introduces the foundational issues of marketing communications as well as the broader marketing communication environment and how they impact on communication strategy development and implementation With contributors from diverse disciplines the book establishes the importance of linking customer value creation national culture and the management process with the marketing communications strategy It highlights the critical role of research the changing trends in marketing communication in the digital age and the communication opportunities for small and large brands This book is a useful tool for orporate executives educators students policymakers and businesses on marketing communication in emerging markets

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