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# Test Bank

# **M Marketing Grewal 4th Edition Test Bank**

**William M. Pride, O. C. Ferrell**



## **M Marketing Grewal 4th Edition Test Bank:**

**Ethnic Marketing** Guilherme Pires, John Stanton, 2014-12-05 A globalization process epitomised by historically large cross border population movements with rapidly improving networking and communication technologies has resulted in the growth of ethnic diversity across newly industrialised economies Instead of adapting to a dominant host country culture many ethnic minorities seek to preserve their identities both as diasporic communities and within their adopted countries For marketers it has been recognised as crucial to understand the unique needs of these individuals and to develop superior marketing strategies that meet their preferences Ethnic Marketing shows the rich opportunities that ethnic minority communities have to offer as well as offering instruction on the design and implementation of effective social and business marketing strategies The text offers practical guidance on assessing the needs of individual ethnic communities and a guide to marketing to these communities within various countries Since the publication of Pires and Stanton s 2005 book there has been continuing changes in the political social and economic environment in many countries which have growing ethnic minorities Incorporating new research across disciplines on the marketing relevance of ethnic minorities this book also integrates contributions and excerpts from in depth interviews conducted with leading marketing experts whose views and insights stimulate discussion and result in in an invaluable guide to best practice in ethnic marketing across the world plus expert insights into the future of this dynamic area This is an excellent resource for researchers and advanced marketing students taking both postgraduate and undergraduate courses in marketing management or strategy as well as government marketing practitioners and businesses seeking ways to reach ethnic communities **International Books in Print** ,1990

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