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**The purpose of Creating
Images and the Psychology of**

Marketing Communication is to advance the understanding of the concept of image as it is applied to various areas of interest. It also serves to meet the growing interest in image-related studies by the public and academics, and provides

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an innovative and holistic approach to the study of image. The text reflects the importance of brand leveraging as the sections cover in-depth discussion on cross-country and tourism images, corporate and

sponsorship images, individual and celebrity images, and cultural and social images. It provides a comprehensive and holistic look at the concept of image: the topics range from theories of image creative to other

image studies on a country, corporate, and individual level. The sections cover the major topics currently being debated in image marketing and the psychology of communications. Several new and innovative concepts are

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also introduced in the book. Creating Images and the Psychology of Marketing Communication is intended for academics and scholars (including students) in the interdisciplinary fields of consumer psychology,

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**marketing, and
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issues in order to advance our understanding and provide an overview of the state of the art in this vital field.

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Handbook

Going Global

An Introduction

A marketing first approach to exploring the inter-relatedness of the key components that impact any international marketing venture – markets, the 4Ps, culture, language, political, legal and economic systems, and

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infrastructure - to support an understanding of the synergies between international marketing and international business. The book covers the incorporation of sustainability and bottom-of-the-pyramid markets within each chapter, along with 'International Incident' boxes encouraging the reader to engage with the ethical and

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cultural dimensions of international marketing and decision-making. It is also supported by vivid, real-world case studies from a varied cross section of international companies such as Alibaba.com, Best Buy, Facebook, DHL, Kikkoman, Tesco, McDonalds, Nintendo, KitKat in Japan, Mobile Communications in Africa, India's

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ArcelorMittal Steel, Wind Turbines in Finland, Uniqlo, and Banana Republic.

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Barbara Czarnecka Chapter on “Culture and Cross-Cultural Marketing”, featuring

political unrest, the Syrian refugee crisis, the

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recent return to nationalism (e.g. Brexit and the Trump presidency) and further coverage of developing countries. Chapter feature, “Practitioner Insight”, which provides applied insights from industry insiders. Coverage of digital advances and social media. Updated theory and methods, including S-DL, CCT, and Netnography.

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