



Transcultural Marketing for Incremental and Radical Innovation (Advances in Marketing, Customer Relationship Management, and)

Bryan Christiansen

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As technology continues to drive innovation and impact societies across multiple national boundaries and cultures, new approaches towards marketing products must be created and implemented to be successful in an era of hypercompetition.

Transcultural Marketing for Incremental & Radical Innovation provides in depth discussion on tactics for improving existing products while inventing completely new products and product categories. This publication will prove to be helpful for scholars, practitioners, and university students who wish to better understand the importance of marketing products and services across different cultures and multiple languages.

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