



# Transcultural Marketing

*Marye Tharp*

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## **Transcultural Marketing** Marye Tharp

Because American consumers transmigrate between social identities in expressing their values and affiliations, marketers must apply transcultural marketing methods and offer a cultural values proposition to build long-term customer relationships. This unique book weaves these topics into profiles of 9 influential American subcultures currently shaping their members marketplace choices.

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