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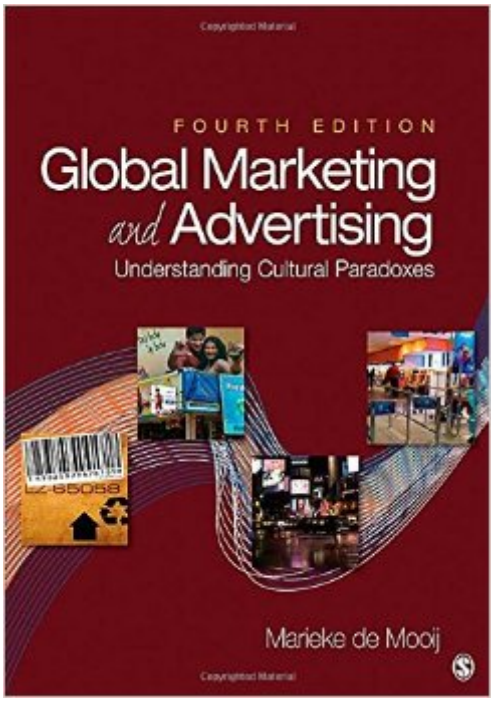
Global Marketing And Advertising: Understanding Cultural Paradoxes



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Synopsis

Packed with cultural, company, and country examples that help explain the paradoxes international marketers are likely to encounter, Global Marketing and Advertising (by Marieke de Mooij) offers a mix of theory and practical applications as it covers globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications.

Book Information

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Customer Reviews

The book is unique in that Marieke K Mooij uses theories from cultural anthroplogy and interpersonal communication to present a framework for consumer behaviour. It is particularly useful for practioners who are working in underresearched markets and are looking for ways to explain why consumers behave the way they do. The book makes extensive use of Hofstede’s 5-D model to locate members of different cultures along the dimensions of culture and then uses this to explain differences in buying behaviour, communication styles and advertising appeals. The conclusion of the book is that individual behaviour is shaped more by the culture they belong to than it is by income or other differentiators. The one limitation of the book is that most of the examples are European, but I would recommend it even for those interested in Asian markets

This book review is on a ’titre personnel" basis.I enjoyed the international advertising course which Marieke gave at Universidad de Navarra in 1997. As a teacher she is very capable of communicating the importance and urgency of this diverse and complex subject: managing

marketing communications and brands within the outer/ and inner spheres of market cultures. Marieke applies the 5 dimensional model of G.Hofstede to illustrate and diferentiate a clear and full colour image of cultures and values. Being dutch myself, I recognise both the theory of Hofstede, but also the paradoxes Marieke has found. Intrigueing phenomena such as Japanese business success and collectivism, such as status and success in feminine cultures etc etc are often raising eyebrows, and not seldomly at highbrow corporate levels.Cultural understanding, I have learnt, is possible only after understanding one's own culture, and a commitment to learn about the other culture, not matching it with your own. Marieke does this very well, she places anecdotes and case-studies is an objective setting, viewing it with an uncoloured microscope. She has added theory, academic research and good practice to make this book complete.This book, for me, is one of the few great books on international (intercultural) marketing communications (and brand management).

The book itself is fine. The problem I'm facing is navigating through the pages, especially skipping to different chapters. MOST of the time, the book freezes, does not respond, and I am forced to close out and reopen it. Once reopened, it takes three to four tries to go to the chapter that I wish to read. When I access this on my laptop, it's a little easier to navigate, but it's still a bit annoying to not be able to scroll normally, only page by page, and it's slow loading.In normal books, this usually isn't a problem because you read it all the way through once. For a college textbook, since flipping back and forth throughout the book is crucial, it becomes a problem. I am studying online at a university in the US from Brazil in order to be with my father through some difficult times this semester. This means the eTextbook is my lifeline. I don't have access to physical books, and I don't have other students who could help me the way they could in a traditional classroom setting. So far, I have been able to get by studying for the exams, but the added pressure of not knowing if my book will open doesn't help!Compared to the other eTextbook I have on Chegg, this is not a good layout.

This was probably translated from Dutch, so the writing gets choppy, but the real point is de Mooij isn't sure if she's an academic or practitioner. Treat the book as a textbook and skim the ponderous arguments and weak examples.I'd suggest googling her papers instead, they get at most of the points and are much shorter.Most annoyingly, de Mooij doesn't really question western marketing practice in a useful way, just points out that everything comes from an Anglosaxon/western perspective but doesn't suggest what to do instead.

From the author: With this book I have tried to develop a knowledge base of cultural differences and similarities that can be used for developing global marketing and advertising strategies and meaningful local adaptations. The structure for understanding the consequences of culture for marketing and advertising is based on Geert Hofstede's model for comparing national cultures. I have applied it to consumer values and motivations and found that it can explain culture's influence on marketing and advertising. To make the book useful for both students and practitioners, it includes a mix of basic theory and the practical applications with many examples.Excerpts from a review by David A. Victor in The Journal of Business Communication of July 1998:`Marieke de Mooij has added a worthwhile contribution to the on-going discourse in cross-cultural business communication in Global marketing and Advertising: Understanding Cultural Paradoxes. The title might dissuade those in fields outside marketing from reading further, which would be unfortunate. Any of us with an interest in cross-cultural business ought to find something worthwhile in de Mooij's book. De Mooij focuses on the various paradoxes of cross-cultural marketing. She amply illustrates how "certain opposing values of one culture also exist in other cultures, but in reverse" (p. 2). De Mooij calls these "Value paradoxes" and it is here that she makes her greatest contributions. [....] Throughout her discussion of Value Paradoxes, she breaks new ground. [.....] De Mooij has laid out an extremely well-balanced approach to understanding the competing needs of marketing globally while accommodating local advertising preferences.'

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