



# Marketing Across Cultures in Asia: A Practical Guide

*Richard R. Gesteland, George F. Seyk*

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"A practical, step-by-step guide for international marketers who are targeting the challenging markets of the Asia-Pacific region. Packed with useful information and real-world examples, Marketing Across Cultures in Asia is based on the two authors' 35 years of combined hands-on experience of managing, marketing and negotiating in Asia."



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