

# Cross Cultural Marketing

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ethnicities and then developing marketing programs which can cross over into the general market. Although, cross-cultural ads are now running on both mainstream and ethnic media. How can you incorporate culture and generate leads simultaneously?

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#### 4 Cross Cultural Marketing Flops you won't Forget in a Hurry

There is no better way to learn than to study the masters of cross-cultural marketing. As a multi-cultural agency, some of our favourite and most loyal clients are international ones. We enjoy the process of working with local partners and learning about cultural nuances in cross-cultural marketing.

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