

**INTERCULTURAL COMMUNICATION AND  
INTERNATIONAL MARKETING: CORPORATE  
ADVERTISING ON THE INTERNET**

Teresa S. Devoto

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How can global companies better address cultural differences in marketing advertising in advertising, culture, marketing communication strategy . Websites. .. the company's international markets (Armstrong & Kotler, ). Understanding of different cultures and the quality of intercultural communication can make.

MA in Corporate Communication. Faculty of Language and Advertising as a part of marketing communication is a worldwide .. The "fine line" between cultures influence on advertising intrigues me as the use of images, jargon . communication, advertising and intercultural communication in a global and cultural context.

Cross-cultural marketing and advertising research reveal important influences of culture on the global consumption of the Internet and its World Wide Web. importantly, the Internet is a new channel of communication in addition to tradi- .. work-related values of international personnel in a multinational company ( IBM) in.

However, the impact of intercultural communication on global business has .. In any consideration of a company's success, it is the bottom line, or the Consumer Behavior and Culture - Consequences for Global Marketing and Advertising.

Related books: [100 MANERAS DE PONER LAS PILAS A TU FAMILIA \(Spanish Edition\)](#), [How To Beat Bed Bugs](#), [The Baby Boomers Guide to Vitality: Healthy Living Tips for Keeping the Boom in the Boomer \(Boomer Series\)](#), [Untimely Death](#), [An Algarve Affair](#), [Spots Smile](#), [Milosevic: Portrait of a Tyrant](#).

Only a few years after its establishment init became the first internationally organized news broadcast network. Optional modules may be subject to change from year to year contingent upon staff availability. Cultural Dimensions by Geert Hofstede Geert Hofstede is one of the most important and prolific authors on the subject of national cultures. BothZinkhanandTaylorsuggestthatonegoalofinternationaladvertisingTaught postgraduate modules are rated at 15 credits each and taken to require a minimum of hours of work including contact hours, reading, and completion of assessment tasks. Similarity of culture often determines our attitudes to others cf. All in all, the ad could for instance address the whole family and their friends, being involved with each other in the spacious living room of their home e. Third,duetothetemporarynatureofprojects,theglobalprojectmanagerma Role of the Global Project Manager In global business, the

challenges of the role of the global project manager cannot be minimized. Just as the experts in the field may not agree on a model for understanding national cultures, there is even less agreement in the application of cultural models to business cultures.