

PMWL Research Result

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Culture and International Marketing Mix Decisions

Access to research paper by Jean-Emile Denis added to PM World Library



Resource provided by [Venkata Srikanth Varma Datla](#)

25 January 2018 – Rome, Italy – Access to a new resource has been added to the PM World Library (PMWL) related to the Advertising and Marketing Industry. The new resource is titled “Culture and International Marketing Mix Decisions.” Originally published by Department of Management Studies, University of Geneva, this paper is by **Jean-Emile Denis**.

The author of this paper discusses how culture impinges and affects international marketing mix decisions. The above question is dealt through an assessment of the literature. Postulated or tested relations between cultural dimensions and each marketing mix variable are then presented. The author then comments on research issues and managerial implications.

Go to the Industries and Organizations section of the PMWL at <https://pmworldlibrary.net/industries-and-organizations/>, scroll down and click on “Advertising and Marketing”, scroll down to “papers” to find this interesting resource. Must be registered as Free Trail, Professional or Scholar member and logged in to access.

For post in PMWL:

[Culture and International Marketing Mix Decisions](#) – Paper by Jean-Emile Denis provides information on Culture and International Marketing Mix Decisions and their problems. The author also presents several research issues and managerial implications. Paper could be useful to those involved with international marketing projects. Originally published by University of Geneva, [read paper by clicking here](#). ([Varma](#))

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