

Proceedings of the 1996 Multicultural Marketing Conference

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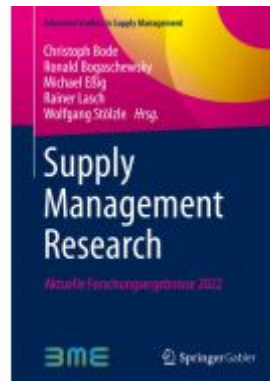
This volume includes the full proceedings from the 1996 Multicultural Marketing Conference presented by the Academy of Marketing Science (AMS) and Old Dominion University in Virginia Beach, Virginia. The focus of the conference and the enclosed papers is on marketing to various ethnic groups in both a US and global context. It presents papers on various multicultural issues across the entire spectrum of marketing activities and functions including marketing management, marketing strategy and consumer behavior.

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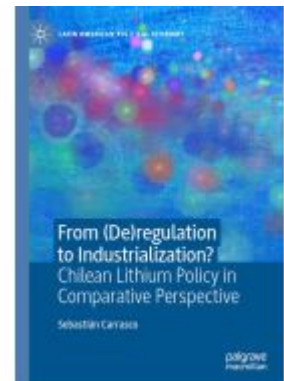
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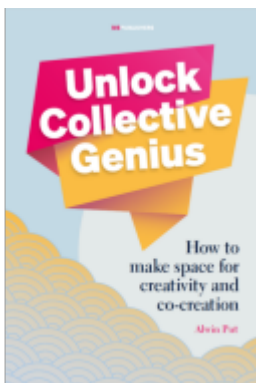
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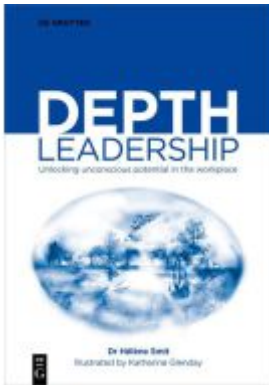
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