



Human and Mediated Communication around the World: A Comprehensive Review and Analysis

By Marieke de Mooij

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About the Author

Doctoral degree in Communication studies at the University of Navarre, Spain. Teaching and consultancy experience in several countries: the Netherlands, Spain, Germany, Poland, Finland, Belgium, France, Italy, Czech Republic, Slovak Republic, United States, Korea, Malaysia, Singapore, Australia, Egypt, South-Africa. Several publications in academic journals, two major textbooks published by Sage: Global marketing and Advertising, Understanding Cultural Paradoxes (working on 4th edition). Consumer behaviour and Culture. Consequences for Global Marketing and Advertising, 2nd edition.

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