

Consumer Behavior 10th Edition

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Chinese DTC brands such as POP MART have achieved massive success within China, and are now expanding globally. Here we explore POP MART's strategy to take on international markets and the results it ...

Chinese DTC Brands Going Global: Interview With Justin Moon, Vice President Of POP MART

Identify a specific example of a cross-border business development that is impacted, positively and/or negatively, by national cultural differences. a) Referring to dimensions of national culture, ...

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