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## **INTERNATIONAL JOURNAL OF INDIAN CULTURE AND BUSINESS ...**

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- Behavior of a consumer largely depends on interplay between inner self and outer stimuli. Consumption decisions made in the market cannot be viewed as an independent event – it is

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closely related with values and social relationship and cultural allegiance. With globalization, culture becomes predominantly important strategic issue in market that has to be faced and properly managed.

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Indian culture 367 Cross Cultural Management: An International Journal Vol. 15 No. 4, 2008 pp. 367-378 # Emerald Group Publishing Limited 1352-7606 DOI 10.1108/13527600810914157

Dimensions of Indian culture, core cultural values and marketing implications An analysis Saikat Banerjee Indian Institute of Foreign Trade, New Delhi, India Abstract

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