

# Transcultural Marketing

*Marye Tharp*

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**Building Customer Relationships  
in Multicultural America**

**Marye Tharp**

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Because American consumers transmigrate between social identities in expressing their values and affiliations, marketers must apply transcultural marketing methods and offer a cultural values proposition to build long-term customer relationships. This unique book weaves these topics into profiles of 9 influential American subcultures currently shaping their members marketplace choices.

"This book is a must read for anyone in the field of marketing today. Summing Up: Highly recommended. Upper-division undergraduates and above." nbsp; N. E. Furlow, Marymount University, Choice About the Author Marye Tharp is a senior lecturer of marketing at the University of Texas in San Antonio, USA. She is the author of articles and books in the fields of international and multicultural marketing and marketing communication.