

Can Ethnography Uncover Richer Consumer Insights?

- Up Close and Personal: The Value of Ethnography
 - Going Deeper, Seeing Further: Enhancing Ethnographic Interpretations to Reveal More Meaningful Opportunities for Design
 - Market-Oriented Ethnography Revisited
 - The Link between Cross-Cultural Value Associations and Liking: The Case of Benetton and Its Advertising
 - Worth a Thousand Words
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 - The Universality of Values: Implications for Global Advertising Strategy
 - Disabled Consumers: The Use of the Internet and Attitudes toward Web Advertising
 - Older Consumer Responses to Marketing Stimuli: The Power of Subjective Age
 - Review of *Culture and Consumption II: Markets, Meaning, and Brand Management*
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