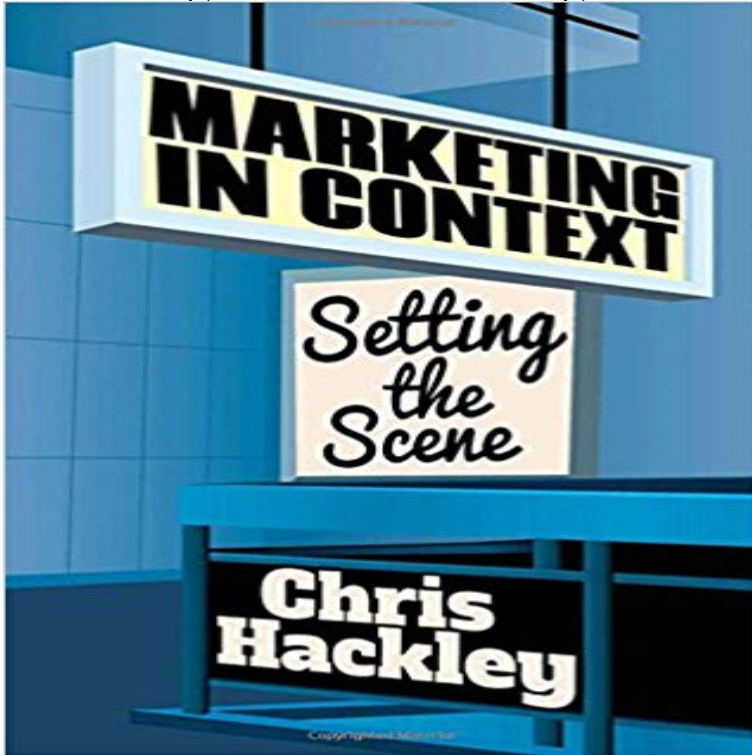


## Marketing in Context: Setting the Scene



The best marketing doesn't just focus on the individual psychology of the consumer, it operates at a cultural level. It frames choices so that the consumer isn't aware their buying decisions are being influenced. Hackley shows how marketing must set the scene and identify the broader cultural context to successfully influence consumers.

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