



ONLINE EXCLUSIVE ARTICLE



Cultural Marketing: How Communication and Relationships Can Differ Due to Clients' Cultural Backgrounds

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The world is a diverse place that allows for the enjoyment of cross-cultural interaction. As a result, skin care professionals must be careful when trying to fit their spa's culture into a sea of sameness because their demographic makeup greatly affects a number of factors including the methods with which the spa is marketed to clients and how they are communicated with once they are in the spa.

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