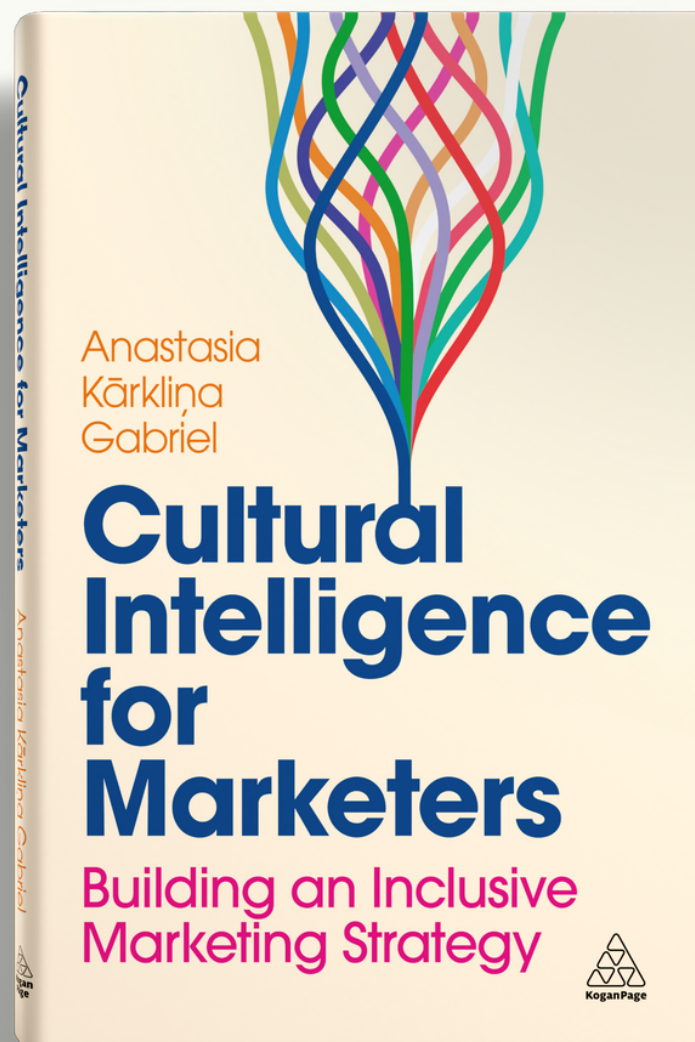


## BOOK INFORMATION



### TITLE

*Cultural Intelligence for Marketers:  
Building an Inclusive Marketing Strategy*

### AUTHOR

Dr. Anastasia Kārklīņa Gabriel

### FOREWORD

Dr. Marcus Collins

### PUBLISHER

Kogan Page

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Brands not only reflect culture but actively shape societal norms and values. Move beyond performative inclusive marketing and drive the cultural conversation.

A brand today can build a marketing strategy that not only effectively resonates with audiences but also meaningfully impacts society at large. Learn how to produce inclusive marketing using an approach grounded in critical perspectives on society and the impact brands wield in shaping it.

In this book, cultural theorist and strategist Anastasia Kārklīņa Gabriel draws on social analysis, media theory, and semiotics to help marketers improve cultural fluency and future-proof brand strategy by embedding equity and inclusion into every aspect of marketing.

*Cultural Intelligence for Marketers* explains how to create an inclusive marketing strategy using an actionable approach that draws on advanced insights into culture, identity, representation, and the power of media in driving social change.

The book offers an in-depth dive into the urgent need for cultural competence in marketing using a framework rooted in 4Cs: Culture, communication, critical consciousness, and community. It delves into practical aspects of conscious marketing, inclusive innovation, cultural insights, brand activism, social impact, and responsibility in business.

It features insights from current and former marketing leaders at Wieden+Kennedy, Mindshare, Dentsu, and Saatchi & Saatchi, among others.

Drawing on case studies from brands that are actively pursuing inclusive marketing strategies, including Microsoft, Pinterest, Billie, and REI, Gabriel outlines the process of deploying cultural intelligence to attain commercial advantage while transforming society for the better.

### Key features at a glance

- Offers a four-step approach to uncover advanced cultural insights that will enhance cultural fluency, maximize social impact and embed critical thinking within the marketing process
- Breaks down tricky concepts within the practice of cultural intelligence, from embedding cultural fluency in brand storytelling to future-proofing brand strategy
- Explains how to use advanced insights to enhance your marketing strategy and reinforce your approach to inclusivity, representation and cultural relevance
- Contextualizes culture and representation using semiotics and critical analysis