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How History and Geography Impact Culture and Trade

Turn editing on

How History and Geography Impact Culture and Trade



1. Culture

Culture is a society's accepted basis for responding to external and internal events. Cultures will change over time in response to historical events and geography; it is important for us to understand these *adaptations*. Culturally sensitive marketers know how to properly interpret behavior and attitudes.

For instance, can you think of three ways the American Revolution may have impacted current American culture? Scholars certainly believe it has impacted our gun laws, and the way we have discussions on the topic.



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