

https://dspace.org/

A literary relationship between South Africa and Germany: adapting marketing strategies to different cultures

Retief, Anje Danielle

2017
https://hdl.handle.net/10539/24536

Downloaded from a DSpace repository. https://dspace.org/



Name: Anje Danielle Retief
Student Number: 696107

MA Research Report
Publishing Studies
Supervisors: Prof Anette Horn
Ms Colleen Dawson

SLLM
SCHOOL OF LITERATURE
LANGUAGE AND MEDIA

A Literary Relationship between South Africa and Germany: Adapting Marketing Strategies to Different Cultures