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In this article the author leads a theoretical analysis of including cultural factors influence economics and marketing in evolutionary aspect: from early theories till modern investigations.

Keywords: *cultural factor, cultural influence, economic culture, sociological view, philosophical and anthropological view, customized marketing.*

• , [23], [13], [3]

• [16], [1]

• [9], [20], [28], [6]

• [19], [12], [22], [15], [30]

• [10], [31, 32]; [2], [7], [8], [14]

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Cultural factor in economics and marketing: from Weber till nowadays. The author leads a theoretical analysis of including cultural factors influence economics and marketing in evolutional aspect: from early theories till modern investigations.

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