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Three-time winners Germany will host the 17th UEFA European Championship in 2024. EURO 2024 will be Germany's first major tournament as hosts since the 2006 FIFA World Cup and fixtures at this summer's showpiece event will take place in ten host cities including the capital, Berlin.

[UEFA EURO 2024 host cities: Venue guide - UEFA](#) : euro2024 : news
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Where will EURO 2024 be held? Germany will host EURO 2024, having been chosen to stage the 17th edition of the UEFA European Championship at a UEFA Executive Committee meeting in Nyon on 27 September 2024.

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Anthropological framing is used in advertising and marketing to understand a specific group of people's cultural values, beliefs, and practices. By analyzing the cultural context of a target audience, companies can develop marketing campaigns that resonate with their values and create a sense of cultural relevance.

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