Learn to select appropriate strategic tools and measure the competitiveness of international firms! This essential text addresses important strategic marketing issues and questions in a unique and insightful way. Strategic Global Marketing: Issues and Trends takes on the standardization vs. adaptation issue and will familiarize you with important topics, including customer value measurement in highly competitive industries; factors influencing export attitudes; qualities necessary for successful international business conduct; distribution channels behavior and regional differences in the way these channels function; and more! Handy charts, tables, and figures make the information easy to access and understand. In Strategic Global Marketing: Issues and Trends, authors from Israel, the United States, India, Hong Kong, and New Zealand examine the usefulness of comparative studies of dominant cultural values in successful international strategy development as well as other specific facets of international marketing strategy, such as: technometrics—a benchmarked approach to compare competing brands on a set of attributes the attitudes of Taiwanese executives regarding exporting and international conduct the cultural values that must be taken into account to produce effective print advertisements in the United States and India the marketing roles and functions undertaken by Chinese wholesalers—and the functions they are still reluctant to perform a meta-analysis-tested model of the relationship between export performance and the degree of standardization of international marketing strategy used by the exporter the effectiveness of policies put in place by leaders of United States cities in their efforts to promote exports This book is a basic text for international marketing courses. It introduces the different elements of the international marketing mix and sets these in context. It discusses the firm's strategic position: how it is orientated at present to take advantage of international marketing opportunities and how its strategy is developing. It: Stresses the wide differences between different overseas markets and the importance of handling sensitively particular local features. Examines the need to structure the whole business organisation in the right way and make international marketing effective Discusses the importance of communication and control Throughout case studies are used to highlight particular issues.
dem Erfordernis lokaler Anpassung geprägt. Diese fruchtbringende Dialektik wird auch in diesem Werk weiter getragen, indem der Text einen spezifisch europäischen Blick auf globales Marketing wirft. In der praktischen Umsetzung ist dies durch ein europäisch-amerikanisches Autorenteam erstmals gelungen. This book is an important contribution to the field of international entrepreneurship. It provides a comprehensive account of internationalization strategies adopted by SMEs in a wide range of European countries, and by drawing on a number of empirical studies, it enriches the theory of SME internationalization with a new theoretical framework that can be useful for understanding the complexity of SME internationalization processes in Europe. Julia Korosteleva, Thunderbird International Business Review

From Andorra to Wales with stops in more than 35 other European countries along the way, this comprehensive collection of articles is required reading for scholars interested in international entrepreneurship. It provides information on how entrepreneurs and their firms go international from virtually every country in Europe. This unique volume permits researchers to compare how the process of entrepreneurial internationalization is affected by differences in culture, location, technology, and other influences within Europe. Furthermore, the various authors consider a range of theoretically important issues, such as cooperation and trust, venture capital, research and development, learning, networks, and government policy. This book serves as an essential departure point from which scholars can embark on their study of international entrepreneurship in Europe. Benjamin M. Oviatt, Georgia State University, US

This is a timely and interesting book that brings together some of the most insightful contributions on the internationalization of new ventures, with an emphasis on the European experiences. Assembling some of the best scholars, the book offers a distinctly European perspective one that deserves recognition, analysis, and discussion. I applaud the editors for doing such a masterful job in bringing a great group of researchers and ideas together. I highly recommend this book for any serious researcher and scholar. Shaker A. Zahra, University of Minnesota, US

This remarkable book provides valuable contributions on how the process of SMEs internationalization is operating in 37 different European countries. Researchers in international entrepreneurship will find new materials for theorization. Numerous facets of international business are carefully documented by a great many well-known scholars. Also, given the variety of situations typical of the European small business sector, the book may prove to be helpful to small-scale entrepreneurs wishing to take steps towards internationalization. Overall, this coordinate work makes you realize why Europe is so fascinating. Jean-Jacques Obrecht, University Robert Schuman, Strasbourg, France

The Research Handbook on Export Marketing profiles the main theoretical frameworks used in export marketing, the contingency approach; the eclectic paradigm; industrial organization approach; resource-based view and relational exchange theory. Through The Book Caters To Undergraduate And Graduate Students In Management Schools In India And Most Asian And Latin American Universities For Core Or Elective Paper, And Will Also Prove Useful To Them As Practising Managers Since It Develops New Concepts Deriv The Routledge Companion to Strategic Marketing offers the latest insights into marketing strategy. Bodo Schlegelmilch and Russ Winer present 29 specially commissioned chapters, which include up-to-date thinking on a diverse range of marketing strategy topics. Readers benefit from the latest strategic insights
of leading experts from universities around the world. Contributing authors are from, among others, the U.S. (Berkeley, Cornell, MIT, New York University, Texas A&M), Europe (the Hanken School of Economics, INSEAD, the University of Oxford, the University of Groningen, WU Vienna) and Asia (the Indian School of Business, Tongji University). The topics addressed include economic foundations of marketing strategy, competition in digital marketing strategy (e.g. mobile payment systems and social media strategy), marketing strategy, and corporate social responsibility, as well as perspectives on capturing the impact of marketing strategy. Collectively, this authoritative guide is an accessible tool for researchers, students, and practitioners.

This dissertation explores the role of marketing capabilities in the luxury competitive arena. The concept of the strategic competitive arena is a relatively new and hardly examined phenomenon in management research, which increasingly gains on importance on the background of intensified cross-industry competition and market dynamism (Day 2004; McGrath 2013). In my dissertation thesis, I turn attention to this phenomenon by specifically focusing on the strategic luxury competitive arena. Following the resource-based view of the firm (Barney 1991; Helfat 2007; Peteraf 1993), I show how companies competing in this strategic arena deploy arena-specific marketing capabilities in order to improve their marketing performance and achieve sustained competitive advantage. This collection of essays by an international group of experts examines the general features of marketing in the different economic climates around the world. The differences observed in the functioning of international markets are related in a systematic way to the differences in the socioeconomic, cultural and technological environments within which international marketers of both consumer as well as industrial goods operate. The book also examines the role of trade for economic development; the organization of marketing efforts of firms and the problems encountered in different international settings; and the link between domestic and foreign markets—products suitable for the home market that will also fit export requirements. Transfer of marketing technology from developed to less-developed countries is suggested and the likely problems involved are discussed. For years academicians and marketing directors have debated the marketing standardisation versus adaptation of international marketing strategy. Despite the great importance of the topic, the debate remains unresolved. At the same time, the continuing globalisation of markets and the growing importance of the emerging BRIC markets make an optimal management of international marketing efforts a necessity. Therefore, this study offers—on the basis of a solid theoretical framework and sound methodological operationalization—empirical findings on how to successfully manage both, the international marketing mix and the related marketing process in world markets. In particular, the marketing strategy pursued by multinational corporations are analysed and compared as well as empirical findings relating to financial and non-financial performance measures are provided. This book is structured around a comprehensive five-stage managerial model of international marketing decision making at all stages of the enterprise life cycle. It is based on the most recent research. This book proposes a theoretical framework identifying external and internal factors that influence internationalization strategy of Chinese brands and brand performance. It explores several key strategies e.g. standardization versus adaptation, price leadership versus branding, OBM export versus OEM export, and incremental versus leap-forward internationalization model. The relationships are examined between various international marketing mix e.g. distribution channel and pricing strategies, and brand performance. Through case studies the text also analyses the internationalization of contract-based firms. If you find that the domestic market is saturated, exporting is a very important strategic initiative, and you need this book to understand everything inherent in export marketing. This book describes the steps necessary to achieve success in export marketing. It is a step-by-step guide to the art and science of export marketing, from initial discovery to researching new markets, to the financial aspects, to managing ongoing operations. This book is a basic text for international marketing courses. It introduces the different elements of the international marketing mix and sets these in context. It discusses the firm’s strategic position: how it is orientated at present to take advantage of international marketing opportunities and how its strategy is developing. It: Stresses the wide differences between different overseas markets and the importance of handling sensitively particular local features. Examines the need to structure the whole business organisation in the right way and make international marketing effective.
Discusses the importance of communication and control. Throughout case studies are used to highlight particular issues. Given the need for Indian managers to be fully aware of the issues related to International Marketing, this has emerged as a major study area over the last few years. It constitutes an integral part of the syllabi in most reputed business schools. International Marketing Management: Text and Cases attempts to make learning the nuances of the subject easy from the students’ viewpoint. Some of its key features are: - An analysis of international trade, economic free trade zones, embargoes on exports, and the tariff and non-tariff barriers that companies face - The role of international organisations under the aegis of the United Nations in international marketing - The systems and the forms used in international marketing in India - A focus on the importance of stakeholders of a company for corporate survival - Highly developed and class-tested management games - The interactive management games and carefully selected case studies provide hands-on corporate experience to students, making the book invaluable for those pursuing MBA, BBA and MIB programmes. It would also be of interest to corporate marketing heads and others in the field of marketing. Features the papers that report a variety of studies examining: international marketing behaviour of firms from emerging markets; market environments and consumer behaviour in emerging markets; and, MNCs' international marketing in emerging markets. Document from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,1, New College Durham, 1 Literaturquelle, 26 Internetquellen entries in the bibliography, language: English, abstract: The Black Sheep Brewery Plc is a traditional English brewery based in Masham, North Yorkshire. Masham is an ancient trading place for sheeps. That is reflected in the name of the brewery. The founder is Paul Theakston (today managing director), the fifth generation of a famous Masham brewer family. The brewery is divided into 4 departments: Production, Sales and Distribution, Administration and Visitor Centre with a total of 116 employees. Last year turnover added up to £14,310,900 that result in a total gross profit of £4,815,451. In 2006 the brewery also gets a national accolade: the Brewery of the Year title by the Good Pub Guide. Black Sheep is a relatively young brewery; first pints of beer were sold in pubs in and around the Yorkshire Dales in October 1992. Today six ales are brewed: Black Sheep Ale, Best Bitter, Emmerdale, Riggwelter, Holy Grale and Golden Sheep. All these ales are special in their taste. The reasons are: Crystal clear dales water from their own well Maris Otter malted barley for extra flavour Some wheat to fortify our beers’ natural head A little roasted malt for colour and flavour Generous amounts of whole English hops to make the beer really refreshing. (www.blacksheep.co.uk) The ales can be bought either in bottles or cask of different size and they can be drunken in many pubs all around the world. Despite of that, Black Sheep is always open-minded about capturing new markets. International Business This volume of Progress in International Business Research includes a selection of 13 papers from the 35th European International Business Academy Annual Conference, which was held in Valencia (Spain) from the 13th to the 15th of December 2009. International marketing strategies are an essential part of the growing process of internationalization of markets and companies. This process creates a new pattern of risks and chances for companies and requires a long-term and systematic approach to world markets. At the same time, the rise of buyers’ markets and market saturation in important market segments in most industrial countries is creating an increasingly marketing orientation in many companies. This book presents the concepts and implementation strategies needed to pursue international marketing. The perspectives and possibilities as well as the instruments of strategic international marketing are displayed against an empirical background drawn from the experience both of German companies and of internationally operating companies in other countries, especially the EC, the USA and Japan. In its 5th edition International Marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth. It provides a solid understanding of the key principles and practices of international marketing. The text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life. Key Features: - A new chapter dedicated to Digital and Social Media Marketing - Fully updated pedagogy, including ‘Going International’ vignettes and End of Chapter questions - Brand new examples and case studies from global and innovative companies including Red Bull, Gillette
and Audi - Now includes Interactive activities, Testbank questions and Quizzes available on Connect® International Marketing is available with McGraw Hill’s Connect®, the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency. “International Marketing continues to be an essential subject in any business or management degree. Ghauri and Cateora’s book, now in its fifth edition, provides a most up-to-date and authentic evolution of the subject.” George S. Yip, Emeritus Professor of Marketing and Strategy, Imperial College Business School. Professor Pervez Ghauri teaches International Business at Birmingham Business School. He is Founding Editor for International Business Review (IBR) and Consulting Editor for Journal of International Business Studies (JIBS). Philip R. Cateora is Professor Emeritus at the University of Colorado. His teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level.Incorporating HC 199 i-iii, session 2008-09This thesis focuses on the export strategies of Swiss wineries. The relevance of the topic is given by the changing dynamics in the global wine industry and the actual competitive situation in the wine market in Switzerland. The thesis has three goals: first, discussing the export potential of Swiss wines and providing elements speaking in favor of or against the encouragement of exports; second, providing guidance for Swiss wine producers who would like to develop an export strategy; and third, adding to the literature on export strategies of SMEs. Accordingly, its research questions are: "Is exporting worth it for Swiss wine producers?" and "What makes exporting successful for Swiss wineries and what is the best export (marketing) strategy?" The analysis of the content of the in-depth semi-structured interviews (qualitative research) conducted with winemakers and members of organizations showed that exporting can be worth it for Swiss wine producers, principally because it brings image benefits, which can help sell more and better at home as well as abroad. Furthermore, from the responses and existing strategies of the respondents, the optimal export strategy, maximizing the benefits of exports (economic and non-economic), could be formulated. Broadly speaking, it consists of choosing high-end high quality products for niche markets, priced according to their positioning.Sustainability has become an unavoidable topic in modern society. In order for sustainable development to be fully achieved, it must be integrated into the planning and measurement systems of business enterprises. Green Initiatives for Business Sustainability and Value Creation is an essential reference source including the most recent scholarly research on the development and application of green business models for contemporary organizations, with a focus on possible contexts and constructs of closed loop supply chain management. Featuring extensive coverage on topics such as consumption behavior, political economy, and structural modeling, this book is ideally designed for academicians, researchers, and professionals seeking current research on the importance of strategic green business practices.In Zeiten einer zunehmenden Globalisierung bzw. Regionalisierung sehen sich Unternehmen mehr denn je mit der Fragestellung konfrontiert, inwieweit sie ihre Produkte länderübergreifend vereinheitlichen können oder länderspezifisch anpassen müssen, um im Ausland erfolgreich zu sein. Zur Beantwortung dieser Frage wird im vorliegenden Buch ein theoretisches Modell entwickelt und empirisch getestet, das situationsspezifische Gestaltungsempfehlungen hinsichtlich gewinnmaximierender internationaler Produktstrategien ermöglicht.Internationales Marketing Die zunehmende Internationalisierung oder gar Globalisierung der Wirtschaft bringt neue Wertschöpfungsarchitekturen mit sich. Entscheidend ist hierbei die Erschließung und Bearbeitung neuer ausländischer Absatzmärkte: nach dem „Going International“ bringt auch das „Being International“ eine erhöhte Komplexität mit sich, da zunehmende Wechselwirkungen zwischen den Märkten und auch mit den übrigen Wertschöpfungsfunktionen, so Produktion und Beschaffung, zu berücksichtigen sind. Marketing konkret Dieses Buch, das sich sowohl an Studierende als auch an Entscheidungsträger in der Unternehmenspraxis richtet, führt in die theoretischen Grundlagen, die konzeptionellen Ansätze und die modernen Methoden des Internationalen Marketing ein. Aber auch bewährtes Wissen wird einbezogen, um Erklärungs- und Gestaltungsbeiträge zu leisten. Neben der Betonung der neueren empirischen Forschung ergänzen zahlreiche Praxisbeispiele und Fallstudien die Ausführungen. Marketing aktuell Die 3. Auflage ist vollständig überarbeitet und aktualisiert, das Grundkonzept wird beibehalten. Schwerpunkte des Buches sind: - Grundlagen, theoretische Ansätze und Determinanten des Internationalen Marketing - Entscheidungsfelder des Internationalen Marketing - Optionen des
The economic success achieved in the last decade in East Asia has brought about a fundamental reorientation in the Western view of the region. In order to contribute to a better understanding of present events and future developments in the area, leading East Asia economists and men of experience in Asian business from Asia, America, and East and West Europe have written papers on their research or business fields for this volume. The individual articles deal with problems common to the East Asian region and the Pacific area as well as with specific economic problems of Japan, China and South Korea. The volume is divided into four parts: East Asia and the Pacific Basin includes articles on supra-national issues, for example on the international economic relations of Japan, China, Taiwan and Korea. Japan includes articles on Japanese industrial and business structure, technological policy, exports and other issues. China includes articles on structural change, economic reforms, fiscal policy, agriculture and other issues. Korea includes articles on economic and industrial policy, restructuring, protectionism and other issues. The occasion of the publication of this volume is the 70th birthday of Willy Kraus, who for many years has been actively concerned with the questions of development in the East Asian region. Consumers in most parts of the world now have global access to products beyond those offered in their countries and cultures. This new space for comparison defined by globalization can result in very different purchasing behaviors, including those influenced by the ‘country of origin’. This book investigates this effect, one of the most controversial fields of consumer literature, from a company perspective. In particular, it demonstrates the strategic relevance of the country of origin in creating and making use of the value in foreign markets. It also addresses the challenges connected with utilizing the value of the country of origin by considering different entry modes and international marketing channels. Further, it considers the role of international importers and international retailers’ assortment strategies in terms of value creation in foreign markets. Combining theory and practice, the book features diverse company perspectives and interviews with importers and retailers. Comprises of a selection of competitive papers from the 34th European International Business Academy Annual Conference, held in Tallinn, Estonia in December 2008, with the theme International Business and the Catching-up Economies: Challenges and Opportunities. Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring. This impressive Handbook provides a dynamic perspective on the international entrepreneurial strategies of SMEs, including the role and experience of their founders, as well as the collaboration of these SMEs in networks with larger firms. The expert contributors from all over the world and the editors explore the origin and evolution of internationalizing SMEs, the changing history and the future outlook of this sector. They study the effects of different cultures on the origin and growth of entrepreneurship and SMEs. The Handbook also outlines the various types of Born Globals that emerge from different parts of the world. This book will prove essential reading for researchers and students of international business, entrepreneurship and SMEs. Founders of internationalizing SMEs will also learn about novel management practices, whilst educational institutions and governments will find invaluable insights on how to foster and support SMEs in their internationalization efforts. “Strategic International Management” takes a global perspective and covers the major aspects of international business strategies, the coordination of international companies and the particularities of international value chain activities and management functions. The book provides a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. The book offers 20 lessons that
provide a comprehensive overview of all key issues. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management. Sage Advice on Going Global Root's perspective is extremely insightful, and clearly the work of one who knows his topics from personal experience. It encapsulates what some of us have taken decades to learn through trial and error. --Larry D. Bouts, president, International Division, Toys-R-Us, Inc. The North American Free Trade Agreement, the new European common market, and the opening of Eastern Europe--among other recent geopolitical developments--have created unprecedented opportunities for American companies seeking to enter foreign markets. This guide offers executives practical advice, recently updated and expanded, on deciding which markets to enter, choosing a product for international distribution, designing an entry strategy, and developing an effective international marketing plan. "Born global" (BG) firms have attracted many researchers throughout the last decade. The emergence of this phenomenon initially posed a serious challenge to the validity and applicability of the traditional "stage" theory of internationalization; however, scholars have more recently been able to reconcile traditional and new theories into a single framework for studying the process of internationalization. This volume applies both network theory and knowledge-based theory to analyze export assistance in the context of internationalization of low-tech BG firms in developing countries (with an in-depth study of the apparel industry in Bangladesh). The findings that non-governmental network partners provide more useful advice than government agencies is one that may resonate through other countries, including developed economies. Government's more useful role is confined to the financial support and incentives that are provided to such firms. It is, however, the commitment to exporting that emerges as critical for performance, more so than export strategy, suggesting that enhanced export performance is to attract, reassure and motivate entrepreneurs in ways that strengthen their commitment to international expansion.

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