



International Marketing Strategy

Analysis, Development and Implementation

Isobel Doole, Robin Lowe and Chris Phillips

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John Shaw, Sak Onkvisit



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International Marketing Strategy ,2002 **International Marketing Strategy** Giovanna Pegan,Donata Vianelli,Patrizia de Luca,2019-11-26 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

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Handbook of Research in International Marketing Subhash C. Jain,David A. Griffith,2011 The global expansion of business has generated a tremendous interest among scholars but there remains a strong need for theoretical insights into conducting marketing operations abroad This thoroughly revised edition addresses this lack in the extant literature The book consists of insights from leading scholars in international marketing working not only to advance the theoretical underpinnings of today s most important international marketing issues but also to provide insights for how the field of scholarship and practice of international marketing might develop in the future The authors top scholars from around the world provide useful theoretical insights designed to stimulate contemplation and discussion and to provide guidelines for future research on international marketing The volume includes coverage of topics in four main areas Part I looks at global branding while Part II examines issues of marketing strategy on a world stage Part III offers chapters on cultural issues and the book closes with a more detailed look at marketing at the bottom of the pyramid in Part IV Scholars and students in marketing and international business will find much of value in this comprehensive volume

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International Marketing Roger Bennett,1995 Packed with detailed short cases and up to the minute statistics this book confront the practical problems facing the international marketer on both a tactical and strategic level on such issues as standardization vs modification of products and promotional campaigns international market research market screening and segmentation promotion policies for industrialized developing and less developed economies

Global Marketing Ilan Alon,Eugene Jaffe,Christiane Prange,Donata Vianelli,2020-08-19 Global Marketing 3rd edition provides students with a truly international treatment of the key principles that every marketing manager should grasp International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment Alon et al provide students with everything they need to rise to

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International Marketing Strategy Paul Fifield,Keith Lewis,1995-01-01 *International Marketing Management* Subhash C. Jain,1987 **EBOOK: International Marketing, 5e** Pervez Ghauri,Philip Cateora,2021-08-16 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

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