

Global Marketing Keegan Green 5th Edition

Designed for undergraduates, this text provides an introduction to the field of global marketing. The authors integrate relevant real-world cases, vignettes and boxed features. A supplements package accompanies the text.

The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text’s guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more “multilateral.” Suitable for all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

Traditionally, international business (IB) texts survey the field from a USA perspective, going on to compare the USA to the rest of the business world. This text addresses IB from a purely multinational perspective. International Business is examined from the USA angle, going on to address IB issues from other countries’ perspectives, what we call the “Reverse Perspective.” The authors interview business executives and politicians from a number of countries including the USA, Canada, Mexico, Brazil, Colombia, Argentina, India, Hong Kong, Taiwan, China, Japan, South Korea, Germany, Italy, and Russia. These interviews are incorporated at appropriate points in the text providing first-hand information and practical insight. Cases include: Air Arabia, Gap, Diebold Inc, Matsushita, AMSUPP, NIKE, China Eastern Airlines, Luton & Dunstable Hospital, Harley Davidson, Cassis de Dijon, Green investments in Belize, Chicago Food and Beverage Company, Advanced Software Analytics

This concise text focuses squarely on the issues facing marketers in an increasingly global world. It identifies several trends, linking them together, and positioning them as marketing practices that companies implement as a way of responding to the major consequences of globalization. The book also includes case studies to illustrate new practices and allow students to discuss issues of market selection, entry modes, segmentation, targeting, and positioning, as well as product, price, distribution, promotion, and corporate communication policies in a globalized world. Durand’s unique approach moves beyond marketing management and strategy issues and provides students with the broader context to understand the marketing practices they’ll use in the real world. This book will prove to be an essential resource for any student of marketing and international business working to stay ahead in an increasingly competitive and global industry.

Theory and Practice

International Business

Mezinárodní marketing - 3., aktualizované a p?pracované vydání

Introduction to Marketing

Strategic Marketing Management in Asia

The Change Leadership Group at the Harvard School of Education has, through its work with educators, developed a thoughtful approach to the transformation of schools in the face of increasing demands for accountability. This book brings the work of the Change Leadership Group to a broader audience, providing a framework to analyze the work of school change and exercises that guide educators through the development of their practice as agents of change. It exemplifies a new and powerful approach to leadership in schools.

A groundbreaking introduction to vectors, matrices, and least squares for engineering applications, offering a wealth of practical examples.

The aim of this book is to offer up-to-date insights into the challenges for international firms represented by managing their marketing mix in “distant” countries, especially considering the role played by cultural distance. Building on the famous McCarthy’s “4Ps,” and on the concept of “cultural distance,” the book outlines some key challenges and opportunities for firms that manage international marketing policies about “product,” “price,” “place,” and “promotion” in culturally distant markets. At the same time, the book looks at extant conceptualizations and approaches considering the evolving environmental forces, which are contributing to further challenges for firms that are confronted with changing economic and social scenarios. Indeed, markets and societies are increasingly affected by multiculturalism, and new patterns in consumers’ behaviors have emerged due to the proliferation of digital technologies and, more recently, due to several market disruptions such as the COVID-19 pandemic. How do firms manage culturally distant and increasingly evolving cultural environments is a relevant topic worthy of discussion from both a theoretical perspective and a practice-based approach, through the analysis of real-world case studies. Researchers of cross-cultural marketing and practitioners intending to get acquainted with the latest research on the topic would particularly benefit from this book.

A successful marketing department has the power to make or break a business. Today, marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market. As companies compete for international standing, the value of marketing professionals with well-rounded experience, exposure, and education has skyrocketed. Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement. A compendium of innovations, insights, and ideas from marketing professors and professionals, this title explores the need for students to be prepared to enter the sophisticated global marketplace. This book will be invaluable to marketing or business students and educators, business professionals, and business school administrators.

Global Marketing, Global Edition

Developing International Strategies

New Age Marketing

Contingency Factors of Marketing-Mix Standardization

Instructor Resource Center on CD-ROM [to Accompany] Global Marketing, 5th Ed. [by] Keegan, Green

This study addresses the marketing-mix standardization issue in the Central and Eastern European context. Special consideration is given to the construct of product cultural specificity, for which a new measure is proposed.

Global Marketing Management, Eighth Edition, presents the latest developments in global marketing within the context of the whole organization, making internal and external connections where appropriate for a deeper understanding of global business from a managerial point of view.

Written from the perspective of the firm competing in international markets, this book is developed primarily for undergraduate and graduate courses in global/international marketing. It will also appeal to marketing managers who wish to keep abreast of the most recent developments in the field.

For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

Market Entry Strategies of Foreign Telecom Companies in India

International Marketing: An Asia-Pacific Perspective

Principles of Global Marketing

A Global Perspective

Current and Historical Debates in Social Sciences: Field Studies and Analysis

With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.

International Marketing is an adaptation of a best-selling German text, which considers the global marketing arena from a new and original perspective. It focuses upon international marketing primarily as the coordination of a company’s different national marketing programmes. How can for example an exchange of marketing knowledge across borders add value to a company’s position in other markets? What impact does the exchange of goods and information across borders by customers have? What effect can ‘going international’ have on an international cost position? How can lead markets act as a guide to future developments in other countries? International Marketing takes a comprehensive look at all the underlying concepts, using a wealth of truly European examples and substantial case studies.

Kiruba Jayaseeli Benjamin Levi highlights why the Indian telecom market is so attractive to foreign investors. She describes the rules and regulations for telecoms in India, and examines the reasons for success and failure of the foreign telecom companies in India. She identifies the prime sectors of the Indian telecom market for investment and provides recommendations to foreign companies intending to enter the Indian telecom market.

For Introduction to Business courses. This best-selling text by Ricky Griffin and Ronald Ebert provides students with a comprehensive overview of all the important functions of business. Each edition has introduced cutting-edge firsts while ensuring the underlying principles that guided its creation, Doing the Basics Best, were retained. The seventh edition focuses on three simple rules- Learn, Evaluate, Apply. - NEW- Chapter 2: Understanding the Environments of Business - This new chapter puts business operations in contemporary context, explaining the idea of organizational boundaries and describing the ways in which elements from multiple environments cross those boundaries and shape organizational activities. This chapter sets the stage as an introduction to some of the most important topics covered in the rest of the book, for example: - The Economics Environment includes the role of aggregate output, standard of living, real growth rate; GDP per capita; real GDP; purchasing power parity; and the Consumer Price Index. - The Technology Environment includes special attention to new tools for competitiveness in both goods and services and business process technologies, plus e

Change Leadership

The Business Environment 7e

Marketing in Culturally Distant Countries

Case Studies and Lessons across Industries

Entrepreneurship in International Marketing

The Fourth Industrial Revolution has disrupted businesses worldwide through the introduction of highly automated processes. This disruption has affected the way in which companies conduct business, impacting everything from managerial styles to resource allocations to necessary new skillsets. As the business world continues to change and evolve, it is imperative that we continuously revised and updated in order to adequately prepare students who will be entering the workforce as future entrepreneurs, executives, and marketers, among other careers. The Research Anthology on Business and Technical Education in the Information Era is a vital reference source that examines the latest scholarly material on pedagogical approaches to international business, and other fields. It also explores the implementation of curriculum development and instructional design strategies for technical education. Highlighting a range of topics such as business process management, skill development, and educational models, this multi-volume book is ideally designed for business managers, business and technical education students, and researchers.

EBOOK: Marketing: The Core

A fresh addition to the current international marketing literature, Entrepreneurship in International Marketing address both important issues concerning entrepreneurship in the international market and looks at the contemporary international marketing issues.

This new, innovative textbook provides a highly accessible introduction to the principles of marketing, presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies.

Stories

Managing the 4Ps in Cross-Cultural Contexts

A Practical Guide to Transforming Our Schools

A 10 - step approach

Global Marketing

The internationalization of the human society and mainly of the economy will continue. It will create threats but also big opportunities to most companies. This is where the book makes its contribution, putting forward suggestions for medium-sized companies to become a winner of internationalization. After a comprehensive introduction to internationalization and to strategic planning, concrete recommendations are made: The book first looks at going international for new markets. Then it shows how to develop an internationalization strategy for production and sourcing. Finally strategic planning in an international company is explained. The book is aimed at company executives, master students and participants of EMBA programs. It is intended to serve as a support for developing successful strategies for going and being international.

When a company initiates export development and internationalisation, it is essential to follow a systematic strategy formulation and decision-making process. Export Planning (2nd edition) provides a methodology to plan and achieve globalisation. This process of export planning consists of four phases: export policy, export audit, export plan, and export roll-out. Export Planning describes these 4 phases, and provides a 10-step guide for the construction of an international marketing plan. Export Planning will enable readers to: 1. systematically select and plan entries into new international markets; 2. enhance the chances of success through an integrated review of analysis and strategy by means of marketing, logistics, organization and finance; 3. assemble a sound line of reasoning from strategy to implementation. Export Planning is a practical book. It describes export and international marketing at a strategic, tactical and operational level, and combines theoretic models with relevant practical experience. New to this 2nd edition is an additional chapter on the implementation of the export transaction. This book is intended for bachelor and graduate students at business schools and universities. This book is also useful for anyone who wants to know more about export planning, international marketing and international market development.

WHAT MAKES THIS BOOK UNIQUE? Warren Keegan and Mark Green approached the fourth edition of “Global Marketing” with this goal: To write a book that reflects current issues and events, features conceptual and analytical tools that will help the reader apply the “4P”s to global marketing, and is authoritative in content yet relaxed and assured in style and tone.

Traditionally, international business (IB) texts survey the field from a U.S. perspective, going on to compare the U.S. to the rest of the business world. This text addresses IB from a purely multinational perspective. International Business is examined from the U.S. angle, going on to address IB issues from other countries’ perspectives, what we call the “Reverse Perspective”. In accomplishing the U.S. and the Reverse Perspective approaches, the authors interview business executives and politicians from a number of countries, i.e. the U.S., Canada, Mexico, Brazil, Colombia, Argentina, India, Hong Kong, Taiwan, China, Japan, South Korea, Germany, Italy, Russia, etc. The interviews are incorporated at appropriate points in the text as first-hand information providing a multinational flavor to IB from each country’s representatives. Cases include: Air Arabia, Gap, Diebold Inc, Matsushita, AMSUPP, NIKE, China Eastern Airlines, Luton & Dunstable Hospital, Harley Davidson, Cassis de Dijon, Green investments in Belize, Chicago Food and Beverage Company, Advanced Software Analytics * Covers international business issues from a multinational perspective. A focus on different groups of countries, i.e. developed, newly developed, developing, EU. * Unique structure with multinational issues covered in the first four parts. Then specific countries of the world presented in the fifth part where multinational/IB issues from the first four parts become especially meaningful. * Each chapter features the Reverse Perspective Case that provides material for discussion and/or case analysis from a global perspective not necessarily that of the U.S. * Website to support the text and lecturer

Export Planning

Research Anthology on Business and Technical Education in the Information Era

Marketing and Globalization

EBOOK: Marketing: The Core

Vectors, Matrices, and Least Squares

The seventh edition of The Business Environment has been perfectly tailored to cover the core topics that will be studied on an introductory Business Environment module. This fully updated new edition provides comprehensive coverage of the varying factors that make up the business environment, with a particular focus on how these factors impact business organisations and the decisions organisations make.Key Features:Up-to-date coverageThe business environment continues to evolve, and this new edition takes on board recent issues including: The after-effects of the ‘credit crunch’ The emerging economic power of China, India and Brazil Data security and privacy Business ethics Cultural identity Climate change Real life examplesNew opening vignettes introduce the main topic and show the business environment in real life. In addition, the book contains a wealth of shorter and longer case studies featuring companies such as Google, Amazon and Virgin Trains.PedagogyClearly written and user friendly, the book boasts a full range of learning tools which include: Learning Objectives, Thinking Around the Subject boxes, Review Questions, and Activities.

Global Marketing 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 in a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred. A shift toward greater consideration of services marketing as more companies move away from manufacturing. A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present. Chapters on social media, innovation, and technology teach students how to incorporate these new tools into their marketing strategy. New material on sustainability, ethics, and corporate social responsibility; key values for any modern business. Short cases and examples throughout the text show students how these principles and techniques are applied in the real world. Longer cases provide instructors and students with rich content for deeper analysis and discussion. Covering key topics not found in competing books, Global Marketing will equip students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor’s manual with test questions, as well as additional exercises and examples for in-class use.

The purpose of this book is to show you how to plan and execute internationalisation within your firm. Export Planning explains a method, following a 10 – step approach, to create your international marketing plan It will enable you to: -Systematically select and plan the entry into new international markets; -Enhance the chances of success through its integrated review of analysis and strategy with marketing, logistics, organisation and finance; -Put together a sound line of reasoning from strategy to implementation. This book provides you with: -An Export Planning – Model: a framework to develop your International Marketing Plan; -4 phases showing you how to set up an Export Policy, Export Audit, Export Plan and Export Roll-out; -10 steps and 5P’s for export which can be used as a toolkit; -A checklist to review whether you are ready for export; “The secret of successful international trade can be found in applying the 4C’s of marketing and matching them with the 5P’s for export: product, performance, partners, people and perseverance.” A book for practitioners and thinkers; students and managers.

A practical, highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications, this book guides the reader through all aspects of the research process.

Beyond Hofstede

Introduction to Applied Linear Algebra

Walk the Blue Fields

Business

German Consumer Goods Companies in Central and Eastern Europe

Transnational Marketing and Transnational Consumers are becoming increasingly common in today's globalizing and fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand "glocal" referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance, and consumers. Transnational Mobility of Consumers is of increasing importance for understanding transnational marketing. Prof. Ibrahim Sirkeci's new book, Transnational Marketing and Transnational Consumers, deals with this important issue in an excellent way. The book is highly recommendable for both academics and practitioners in International Marketing. Svend Hollensen University of Southern Denmark Author of 'Global Marketing' (Pearson)

Claire Keegan's brilliant debut collection, Antarctica, was a Los Angeles Times Book of the Year, and earned her resounding accolades on both sides of the Atlantic. Now she has delivered her next, much-anticipated book, Walk the Blue Fields, an unforgettable array of quietly wrenching stories about despair and desire in the timeless world of modern-day Ireland. In the never-before-published story "The Long and Painful Death," a writer awarded a stay to work in Heinrich Böll's old cottage has her peace interrupted by an unwelcome intruder, whose ulterior motives only emerge as the night progresses. In the title story, a priest waits at the altar to perform a marriage and, during the ceremony and the festivities that follow, battles his memories of a love affair with the bride that led him to question all to which he has dedicated his life; later that night, he finds an unlikely answer in the magical healing powers of a seer. A masterful portrait of a country wrestling with its past and of individuals eking out their futures, Walk the Blue Fields is a breathtaking collection from one of Ireland's greatest talents, and a resounding articulation of all the yearnings of the human heart.

Historical and current debates in social sciences mirror the reality of human existence. However, the reality and facts of human existence are also different from each other. At the same time, these phenomena in social sciences are multidimensional. In this sense, some of the human cases were included in this study. Besides, historical and current analyses in this study have been examined in other social science studies. The multidimensional perspective of the field of social science encourages re-examining the topics covered and revealing different trends. In this context, this study aimed to clarify light on the dark points in the field of social science by reconsidering the discussed or not discussed issues.

This textbook introduces students to the important concepts of global marketing today, and their managerial implications. Designed to be shorter than many other textbooks, Global Marketing focuses on getting to the point faster. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a similar strategic approach, recognizing the need to address both the forces of globalization and those of localization. Other key features include: Coverage of often overlooked topics, such as the competitive rise of China's state-owned enterprises; the importance of diasporas as target markets; and the emerging threat to legitimate marketers from transnational criminal organizations A chapter dedicated to understanding global and local competitors, setting the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global marketplace Extensive real-life examples and cases from developed and emerging markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East Written in a student-friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes.

Qualitative Research Methods in Public Relations and Marketing Communications

Proxima Five

Emerging Realities

A Decision-oriented Approach

International Marketing

Geologist Dr. Leah Warren wakes after extended cryogenic hibernation to discover she's crash-landed on a foreign planet. The sole survivor of her crew, she struggles to piece together what went wrong. Leah ventures from the ship in search of signs of life only to be captured by desert raiders. Keegan, a clan warrior, discovers Leah, weak and barely alive. Her kindness and affection for Leah seem in direct conflict with her tough and emotionally remote façade, and Leah's attraction for the reserved warrior grows. Unfortunately, Tiago, the clan's volatile chieftain, is a tyrant who wants Leah for himself. Keegan will have to relinquish Leah or challenge Tiago. Will love give Keegan the strength to defeat him?

The theme of NICOM 2008 being held between January 9 to 11, 2008 is 'Strategies and Trends in Marketing: A New Economy Perspective'. The issues, challenges and dimensions of the emerging scenario are grouped into the following sub-themes. 'Marketing Information System' brings together scholarly contributions on Marketing Research and Analytics, Business Intelligence and Forecasting Tools, Data Mining in Marketing and Decision Support System, Knowledge Management and Environment Sensing for Marketing. The sub-theme 'Value Creation: New Paradigms' has deliberations on Marketing Innovations, Trends in Pricing Strategy, Diffusion of New Products and Marketing Mix Decisions. 'Value Delivery in Marketing' covers topics on Disintermediation, Re-intermediation, Managing Marketing Channels, Logistics and Technology and 3PL and 4PL. 'Managing Marketing Communication' looks at Managing Brands, Changing Face of Advertising, Marketing Communication on Internet, Managing Content and Blogging The New Marketing Tool. 'Marketing Metrics' gets together papers on measuring Performance, Expectations, Customer Satisfaction, Loyalty and Preferences, Awareness, Attitudes and Usage. 'Business Markets in New Economy' looks at Business Integration, Managing Suppliers, E-Marketplaces, Extended Organization and Managing Procurement. 'Marketing and Technology' debates on the issues in Process Automation, Enterprise Resource Planning, Customer Relationship Management, Managing Customer Data Bases, E-commerce and Technology, Customer Information Security, Retail and Technology and Managing Online Services. 'Interdisciplinary Studies' gives a platform for Cross Cultural Studies, Marketing of Financial Services, Marketing of Hospitality and Tourism, Marketing of Healthcare Services, Managing Services, Retail - the Changing Face and Ethical Issues in Marketing. This book is the result of publication of selected works out of over a hundred papers presented at the Conference. It is appropriately titled 'NEW AGE MARKETING: Emerging Realities'. It is divided into four parts in line with the theme and sub-themes of the Conference as follows: Part-A: Marketing and TechnologyPart-B: Value Creation and DeliveryPart-C: Changing Face of MarketingPart-D: Marketing Metrics

Hofstede introduced a culture paradigm that has been widely influential in international business. However, its relevance in light of culture's increasing complexity due to globalization has been questioned. Alternative culture frameworks and perspectives are offered by leading scholars in global marketing and management.

Revised edition of the authors' Global marketing, 2015.

Contemporary Theory, Practice, and Cases

Going and Being International for Medium-sized Companies

Global Marketing Management

Culture Frameworks for Global Marketing and Management

Transnational Marketing and Transnational Consumers

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing. Specific chapter topics examine the global economic environment; the social and cultural environment; the political, legal, and regulatory environments; global customers; global marketing information systems and research; global targeting, segmenting and positioning; entry and expansion strategies: marketing and sourcing; cooperation and global strategic partnerships; competitive analysis and strategy; product decisions; pricing decisions; channels and physical distribution; global advertising; promotion: personal selling, public relations, sales promotion, direct marketing, trade shows, sponsorship; global e-marketing; planning, leading, organizing, and monitoring the global marketing effort; and the future of global marketing. For individuals interested in a career in marketing.

Global Perspectives on Contemporary Marketing Education

A 10-step approach -2nd edition-