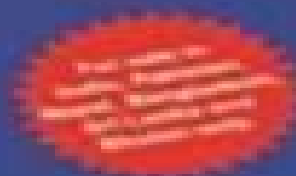


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Marketing in Culturally Distant Countries Giovanna Magnani, 2022-06-28 The aim of this book is to offer up to date insights into the challenges for international firms represented by managing their marketing mix in distant countries especially considering 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

Professional Selling Mohamed B. Mansour, Wesley J. Johnston, 2018-06-14 Professional Selling Types Approaches and Management is an essential guide that covers the role of professional selling as part of an organization's integrated marketing system It presents in detail the various types of professional selling functions as well as the process of presenting a product to a customer and closing a sale It describes how a professional salesperson should follow up after a sale in order to maintain customer satisfaction and develop a long term relationship This professional reference goes global too by discussing sales and negotiation activities in different cultures The book does more than discuss the steps of selling it also includes comprehensive information about what it takes to manage key accounts as well as salespeople especially recruitment training compensation and evaluation It features exercises cases and role playing to achieve its objectives Salespeople and managers alike will benefit from the knowledge and guidance provided in Professional Selling Types Approaches and Management

International Marketing Research V. Kumar, 2024-07-08 This book provides a practical detailed and well documented guide that takes students and market researchers through all phases of developing and conducting global marketing research This book not only accounts for the recent developments in the scope and extent of global marketing research but also examines advances in both quantitative and qualitative research techniques and the impact of the Internet on research in the global environment It includes coverage of all phases involved in designing and executing global marketing research from analyzing the nature and scope of the research to the preliminary stages gathering data designing the questionnaires sampling and presenting the data Numerous country specific examples and case studies will add to the understanding of the concepts laid out in the book This edition features updates related to leveraging the

power of AI Internet of Things machine learning blockchain robotics the metaverse and other emerging technologies that are impacting the way in which marketing research is performed With an instructor's manual as well as PPT slides covering major topics within the chapters in addition to numerous cases this text provides the most current and relevant information about the global marketing research industry and outlines the necessary techniques that can guide researchers in their work

Construction EMarketing Brad Fowler, 2015 Construction EMarketing defined this EMarketing plan with a global approach in order for today's construction companies to build their E business Web site traffic better define online marketing strategies and improve on how to disseminate details about the company with a global audience Includes details about SEO keyword analysis SWOT analysis SOSTAC target market analysis EMarketing laws and packed with so much more including 300 Web sites and resources

Hidden Champions in CEE and Turkey Peter McKiernan, Danica Purg, 2013-12-11 This book presents hidden champions in Central and Eastern Europe CEE and Turkey that have been studied as a joint project between CEEMAN and IEDC Bled School of Management Slovenia This is an outcome of extensive research undertaken by over 30 researchers and covers 15 countries from Russia to Albania covering many contexts political systems cultures and infrastructures The reader is provided with a detailed introduction to the concept of hidden champions and describes the cases studied in this project This book is an invaluable resource providing a culmination of interdisciplinary cross study chapters ranging from leadership to performance drivers from organization to culture and governance from innovativeness to sustainability and further to the financial aspects of hidden champions business models These meta level chapters are followed by 15 country specific chapters which provide an overview of each country's history economic indicators and vignettes of the cases involved in this study

International Marketing: An Asia-Pacific Perspective Richard Fletcher, Heather Crawford, 2013-08-28 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

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