

Fifth Edition

GLOBAL MARKETING

A DECISION-ORIENTED APPROACH

Svend Hollensen



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Global Marketing By Hollensen 5th Edition

Svend Hollensen, Marc Oliver Opresnik



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Global Marketing Ilan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli, 2016-11-10 *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.

Marketing: A Relationship Perspective (Second Edition) Svend Hollensen, Marc Oliver Opresnik, 2019-03-15 *Marketing: A Relationship Perspective* is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses across Europe. It is a comprehensive, broad-based and challenging basic marketing text which describes and analyzes the basic concepts and strategic role of marketing and its practical application in managerial decision making. It integrates the new relationship approach into the traditional process of developing effective marketing plans. The book's structure fits to the marketing planning process of a company. Consequently, the book looks at the marketing management process from the perspective of both relational and transactional approach, suggesting that a company should in any case pursue an integrative and situational marketing management approach. Svend Hollensen's and Marc Opresnik's holistic approach covers both principles and practices; is drawn in equal measure from research and application; and is an ideal text for students, researchers, and practitioners alike. PowerPoint slides are available for all instructors who adopt this book as a course text.

Global Perspectives on Contemporary Marketing Education Smith, Brent, Porath, Amiram, 2016-03-17 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

Essentials of Marketing David Brown,Alex Thompson,2022-09-01 This comprehensive textbook introduces students to all the core principles of marketing practice using an employability focused approach Essentials of Marketing is underpinned by six pillars which flow through each chapter marketing ethics sustainability stakeholder engagement globalisation the power of new media and measuring success The book demystifies theory by placing it in contexts which are recognisable to a diverse readership using real life case studies and examples designed to engage today s technologically savvy and internationally oriented students The book includes a comprehensive running case study in which readers are invited to adopt the roles of marketing assistant marketing manager and marketing director within regional markets applying the knowledge that they have learned in each chapter into modern realistic contexts which simulate a marketing career Key features to aid learning and comprehension include case studies chapter objectives and summaries key learning points and key questions With a uniquely accessible and applied approach Essentials of Marketing is designed as a core text for undergraduate and postgraduate students studying Introduction to marketing marketing management and principles of marketing modules Digital learning resources include a comprehensive instructor s manual to guide interaction with the applied case study PowerPoint slides and a test bank

The Marketing Framework Poul K. Faarup,2010

International Marketing Mix Management Tobias Richter,2012 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

Research Anthology on Business and Technical Education in the Information Era Management Association, Information Resources,2021-01-08 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 business education strategies are 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 in finance management marketing 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 educators entrepreneurs academicians upper level students and researchers

Fundamentals of Marketing Dr. Saurav Kumar, 2024-11-29 The book employs a contemporary approach to highlight the significant applications and ramifications of marketing concepts by drawing links between subjects solutions and actual issues This multifaceted framework drives the integration of concepts while maintaining a modular chapter structure A balanced presentation of both the theoretical and practical aspects is made Students that take Fundamentals of Marketing are exposed to a wide variety of industries businesses brands and services that are both for profit and nonprofit The primary marketing course for undergraduate and postgraduate business majors and minors is the focus of Fundamentals of Marketing

Social Media Marketing, Indian edition Marc Oliver Opresnik | Philip Kotler | Svend Hollensen, This Indian Edition of the global bestseller chosen by Bookauthority as one of the best marketing advertising books in the world is essential reading in top tier universities and a staple for both practitioners and academics The Indian Edition dives deep into the evolving landscape of digital and social media marketing including expanded sections on tactical planning execution and the latest trends in AI machine learning and the Metaverse s impact on businesses and consumers complemented by insights and practical examples specifically tailored to the Indian market This guide explains the most important theoretical aspects in an easily accessible way to facilitate the transfer of this knowledge into real decision making situations and leads readers through the maze of communities platforms and social media tools so that they can better decide which tools to use and how to use them most effectively As a result this textbook is a benchmark for excellence in social media marketing guides

CIM Professional Diploma BPP Learning Media, 2012-06 A core text book for the CIM Qualification

Growth Market China: How European Companies Manage the Delegation of Power Sebastian Hindelang, Dominik Hedrich, 2014-08 This research presents a wide spectrum of relevant information which is required for the market expansion of western based companies to China China has developed from an outsourced assembly line of foreign companies into an attractive sales market The pure size of its population and the strong increase of its middle class offer good opportunities for western companies The focus of this research is on the delegation of decision power from the head office towards the local subsidiary This includes the aspects of the various market entry possibilities leadership styles organisational structures cultural differences and the attractiveness of the employer Additionally also sensitive topics such as corruption and intellectual property are discussed In sum this research identifies the contemporary issues managers of European companies in China

are facing and discuss them in respect of the existing literature of management As a result this research has become a handbook for foreign managers in China

Value in Marketing Marin A. Marinov, 2019-11-21 The concept of value has been at the heart of marketing thought and practice Marketers strive to develop a unique value proposition to satisfy the needs of customers in order to create a differentiated offering to targeted customers be they end consumers or business users It is the unique value delivered by products and services that defines firm s competitive market positioning Recent advances in marketing theory have enhanced the interpretation of value in terms of its types manifestations and determinants Value in marketing is delivered to customers stakeholders shareholders ecosystems and society While the literature has been unanimously emphasizing the economic interpretation of value measured in money terms marketing has been at the forefront of critical thinking bringing to the fore new meanings and interpretations of value that have unlocked the psychological emotional social and ecological value of products and services to customers It is the marketing thought that has extended the understanding of value in use and has indisputably positioned value in context Marketing has developed the notion of value delivered by intangible assets that can create much greater value than the tangible product and or service Marketing has unravelled the multi layered nature of value to the customer and thus augmented the meanings and interpretations as well as the analytical and practical potential of this notion Consequently we see the need to revisit the concept of value in marketing in order to address its complexity This book sets to provide an insight in the concept of value in marketing in its contemporary interpretation and level of development The aim is to offer an overview of debates and developments in our understanding of value in marketing that can raise the awareness of the scholarly and business communities of its pivotal importance for businesses and consumers Value in Marketing presents reflections and analysis of value in marketing by consecutive generations of scholars who have made theoretical contribution to the contemporary understanding of the concept its interpretations dimensions and importance The chapters address various issues including customer value development implications and trajectories intra variable and inter variable perspectives of value the importance of the value concept in the international marketing context value developed in networks that is intrinsically associated with knowledge creation in the internationalization meanings and interpretations of value in diverse contexts that help us develop further the dimensions of the concept We trust the book will be of interest to researchers scholars and students in the fields of marketing management and international business and to people who wish to have a better understand what marketing really brings to consumers

Global Perspectives on Trade Integration and Economies in Transition Erokhin, Vasily, 2016-06-16 In the era of globalization foreign trade has an immense impact upon modern economies To succeed in the global marketplace sustainable development in trade practices is an imperative goal for countries to reach Global Perspectives on Trade Integration and Economies in Transition is an authoritative reference source for the latest research on the dynamics of transitional economies and how certain obstacles can disrupt the effectiveness of

the transition process Highlighting the value of trade incorporation at the national and international levels this book is ideally designed for researchers professionals government officials policy makers and upper level students interested in the intersection of globalization trade and international economics

Fashion and Film Peter Bug,2019-09-17 This book aims to explore various aspects of the use of moving images in fashion retail and fashion apparel companies in store or online The use of moving images is growing in numbers and in relevance for consumers Films can be used in various forms by fashion businesses in traditional media like cinema or TV and in modern forms like in social media or moving images in high street stores The book provides a data oriented analysis of the state of the art with certain future outlooks Additional areas of covering fashion in moving images such as fashion company identity films or fashion and music videos are covered in order to get a more complete analysis from a consumer influenced perspective

Sustainable Marketing Planning Neil Richardson,2019-10-21 There are two major parallel challenges facing managers and leaders first how to adapt to global changes in markets competition and supply and second how to grow a business while observing recognisably sustainable practices Companies must now align their values with customers who increasingly seek people friendly and planet friendly products and services Using sustainable marketing techniques to create value ultimately leads to improved customer satisfaction better professional relationships and increased effectiveness With marketing planning absent from the current textbook offering this book provides practical insights tools and frameworks to help readers produce tactically and strategically appropriate marketing plans Showing how to embed sustainability in these strategies and reflecting on the historical and current criticisms aimed at marketing students will be shown how to implement changes while being encouraged to reflect on why they are needed Full of tools and frameworks to improve comprehension including chapter by chapter learning outcomes summaries exercises applied activities and mini case studies it bridges the gap between theory and practice effectively and accessibly Finally PowerPoint lecture slides and Multiple Choice Questions sections are provided for each chapter as electronic resources Presenting contemporary themes and challenges at the cutting edge of business research and practice this book should be core reading for advanced undergraduate and postgraduate students of sustainable marketing marketing planning and marketing strategy as well as professionals seeking to improve the competitive advantage of their organisations

Global Marketing Carlyle Farrell,2015-09-10 This new textbook introduces students to the essential concepts theories and perspectives of Global Marketing and these are supported by real world case studies from North America Europe and the emerging markets of China India and Latin America These emerging markets are given balanced coverage alongside developed markets and the text also includes a dedicated chapter on emerging markets multinationals Practical in its orientation the text equips students with the tools needed to make strategic marketing decisions and find solutions in a global business environment Key features include A full colour text design with photos to help bring the content to life and enhance students learning Spotlight on Research and Expand Your Knowledge introducing

students to some of the seminal scholarly research undertaken in the field Real World Challenges offering additional engaging practice led examples to Case Studies in chapters and providing a scenario for students to analyse and reflect upon via questions A companion website <https://study.sagepub.com/farrell> offering a range of instructor and student support materials including PowerPoint slides a testbank for instructors and quizzes for students

Developing International Strategies Rudolf Grünig, Dirk Morschett, 2016-09-09 This book focuses on the development of strategies for the successful internationalization of large and medium sized companies Becoming international offers important opportunities for companies of all sizes but in an increasingly complex environment the strategic planning involved is also a challenge The book addresses this putting forward suggestions that allow large and medium sized companies to profit from internationalization After a comprehensive introduction to internationalization and strategic planning the authors make clear recommendations suggesting detailed processes for developing international strategies The book distinguishes between going global for new markets and internationalizing production and sourcing For both the book proposes procedures for performing meaningful strategic analyses and for developing successful international strategies Lastly it highlights the challenges faced by international companies and discusses useful decision processes The book offers valuable insights for company executives participants in Executive MBA programs and master s students

Pemasaran Internasional Laila Refiana Said, Ph.D, 2022-09-28 Perkembangan perdagangan global dan kemajuan teknologi bisa berdampak pada persaingan dalam menembus pasar baik skala tingkat nasional maupun tingkat internasional Memasuki era globalisasi sekarang ini peranan kegiatan perdagangan internasional sangat penting Perdagangan internasional sangat mempengaruhi perekonomian suatu negara karena dalam perdagangan internasional semua negara bersaing di pasar internasional Maka dengan adanya kondisi tersebut para pelaku usaha dituntut untuk mengeluarkan produk produk berkualitas yang sesuai dengan kebutuhan pasar nasional maupun internasional

Handbook of Research on Entrepreneurship, Innovation, and Internationalization Teixeira, Nuno Miguel, Costa, Teresa Gomes da, Lisboa, Inês Margarida, 2019-06-28 In a global and increasingly competitive world companies must be aware of important drivers Entrepreneurship and innovation are important contributions to the development of economies and creation of employment gaining relevance in the business context due to a more complex market and needs for higher differentiation The Handbook of Research on Entrepreneurship Innovation and Internationalization provides key data to business managers on dealing with entrepreneurship as well as for creating networks and complementarities for leveraging the firm s activity in order to help plan and control innovation and internationalization processes to avoid risk and increase the firm s value The content within this publication includes topics such as family business economics and business education It is designed for entrepreneurs managers researchers academicians and students

Market Research and Statistics Poul K. Faarup, 2010

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