PHILIP R. CATEORA | MARY C. GILLY | JOHN L. GRAHAM

# MARKETING

SIXTEENTH EDITION



# **International Marketing Cateora Graham**

Philip R. Cateora

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will become victims of those that do In this quote Theodor Levitt a former professor at the Harvard Business School points out that companies all over the world need to deal with a process which has changed the way they carry on a business in many ways The process namely globalisation takes advantages as well as disadvantages not only for the business world but also for the individual The importance to face globalisation has always been there but it has increased with the evolving stages of globalisation Ever since this process started companies have tried to derive advantage from globalisation while at the same time they had to deal with the disadvantages For marketers in particular this process seems to offer a lot of potential for the exploration of new markets and customers However the questions determining the success or failure of a marketing campaign are more complex than in domestic marketing Accordingly the terms international and global marketing are strongly connected to globalisation and have become a key factor for the success of companies Corporations that want belong to these successful multi national companies MNC or global players certainly have to deal with the different issues that come along with marketing products in other countries These can have a significant impact on international operations but also on the overall performance of a company Since a company s approach to these issues determines the success or failure in marketing a product abroad these situations have to be addressed at an early stage Among others cultural differences are one of the major obstacles that have to be considered in international marketing Every culture has its own individual values behaviours ways of thinking lifestyle and language which make it unique Accordingly companies have two different possibilities to deal with that process At first standardisation an identical International Marketing Management Ralph Berndt, Claudia Fantapié Altobelli, Matthias Sander, 2023-05-23 For every company that is active internationally a systematically operated cross national marketing management is indispensable in order to secure its own existence in the long term The rapid changes on many markets and in many countries also mean that professional information gathering and processing of market relevant data must take place within the framework of international market research Based on this data market oriented decisions have to be made within international marketing management in order to achieve operational goals This book deals not only with the classic topics of international marketing such as international market research and the international use of individual marketing instruments but also with the various management sub functions of planning controlling organization and human resources management in internationally active companies each with a specific reference to marketing in the sense of market oriented corporate management. The theoretically presented correlations are enriched by current data on the relevant framework conditions on international markets empirical findings on the individual fields of action of international marketing management as well as numerous current examples from entrepreneurial practice With this comprehensive presentation of international marketing management the authors address lecturers and students as well as practitioners who deal with marketing issues in an international context **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 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 International Employer Brand Management Lena Christiaans, 2012-11-28 The increasing globalization of business activities forces companies to recruit highly skilled employees all over the world In order to attract these talents employers have to differentiate themselves through a unique employer brand appealing to diverse target audiences However in the absence of research on international students preferences for employer characteristics it is difficult for multinational companies to decide on a feasible degree of employer brand standardization Lena Christians investigates the impact of between country differences such as in national culture or economic wealth on students preferences in relation to individual differences of students within the same country In combination with a segmentation of the European graduate market the results provide readers with inside on which elements of the employer value proposition are suitable for standardization in which target groups EBOOK: Principles and Practices of Marketing 10/e JOBBER AND ELLI,2023-02-21 EBOOK Principles and Practices of Marketing 10 e **E-Business Fundamentals** Peter Eckersley, Lisa Harris, Paul Jackson, 2003-05-29 A broad overview of key e Business issues from both managerial and technical perspectives introducing issues of marketing human resource management ethics operations management law the e Business environment website design and computing

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