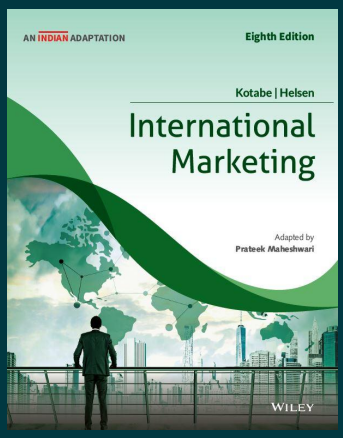
WILEY



International Marketing, 8ed (An Indian Adaptation)

By Masaaki (Mike) Kotabe , Kristiaan Helsen, Prateek Maheshwari

Paperback 9789354243370 **₹1,099.00**

Pages: 780

Description

International Marketing, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing managers work across business functions to achieve overall corporate goals. The authors provide relevant historical background and offer logical explanations of current trends based on information from marketing executives and academic researchers around the world.

About the Author

Masaaki (Mike) Kotabe , Kristiaan Helsen, Prateek Maheshwari

Masaaki Kotabe holds the Washburn Chair Professorship in International Business and Marketing at the Fox School of Business at Temple University. Prior to joining Temple University in 1998

Table of Contents

1 Globalization Imperative

- Why Global Marketing Is Imperative
- Major Trends Affecting Global Business Environment Today
- The Fluid Nature of Global Competition
- Globalization of Markets: Convergence and Divergence
- Evolution of Global Marketing
- Challenges and Scope of Global Marketing
- The Driving and Restraining Forces

2 Global Economic and Financial Environment

- Intertwined World Economy
- Country Competitiveness
- Emerging Economies
- Evolution of Cooperative Global Trade Agreements
- Information Technology and the Changing Nature of Competition
- Regional Economic Arrangements
- Multinational Corporations
- Historical Role of the U.S. Dollar
- Development of Today’s International Monetary System

- Foreign Exchange and Foreign Exchange Rates
- Balance of Payments
- Economic and Financial Turmoil Around the World
- Marketing in the Euro Area

3 Global Cultural Environment and Buying Behavior

- Meaning of Culture
- Elements of Culture
- Cross-Cultural Comparisons
- Adapting to Cultures
- Culture and the Marketing Mix
- COVID-19: Changing Consumer Behavior and Marketing Implications
- Marketing Failures Due to Cultural Mistakes

4 Political and Legal Environment

- Political Environment—Individual Governments
- Various Political Systems and Their Impact on Business Environment
- Political Environment—Social Pressures and Political Risk
- Terrorism and The World Economy
- International Agreements
- International Law and Local Legal Environment
- Global Legal Systems and Differences
- Issues Transcending National Boundaries

5 Global Marketing Research

- Research Problem Formulation
- Secondary Global Marketing Research
- Primary Global Marketing Research
- Leveraging the Internet for Global Market Research Studies
- Market Size Assessment
- New Market Information Technologies
- Marketing Intelligence for the International Market
- Managing Global Marketing Research

6 Global Segmentation and Positioning

- Reasons for International Market Segmentation
- International Market Segmentation Approaches
- Segmentation Scenarios
- Bases for International Market Segmentation
- International Positioning Strategies
- Global, Foreign

To purchase this product, please visit:
https://www.wileyindia.com/international-marketing-8ed-an-indian-adaptation.html

Scan to buy