Global marketing: foreign entry, local marketing, & global management / Johny K. Johansson.

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Abstract
Johansson's Global Marketing, 5/e utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. In foreign entry, in global management, and to a large extent even as a local marketer in a foreign country, the global marketer needs skills that the home makes experience-or the standard marketing text-have rarely taught. The recognition of the three roles helps dispel the notion that &adethere is no such thing as international global marketing, only marketing. Much of the excellent research and tried-and-true teaching material that global marketers in business and academe have contributed over the years is reflected in the chapters and in several cases that can be found at the end of each major section. The authors have focused on material that is timely and up-to-date, and relevant to the global context.

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Contents: Global marketing management and international marketing management Planning for global markets Alternative market-entry strategies Organizing for global competition. Global and International Marketing Management, Global perspective Multinational companies. Think global, act local. Benefits of global marketing When large market segments can be identified. Economies of scale in production and marketing Important competitive advantages for global companies. Alternative marketentry strategies. Modes of foreign market entry Exporting Contractual agreements Strategic alliances Foreign direct investment. "Global Marketing 3rd Edition" utilizes a three-pronged framework to organize the discussion of how to conduct global business: foreign entry, local marketing, and global management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. The discussion progresses from how to market an existing product outside of the domestic market to how to develop a new product for specific local markets, and then broadens the scope to discuss marketing and management topics from a global managerial perspective. Legal, regulatory, political, Subjects. Export marketing. Management. Export marketing.