

CONCEPTS • STRATEGIES • PRACTICE
TEXT • READINGS

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M_{arketing}



Syed H. Akhter

CONCEPTS • STRATEGIES • PRACTICE

Global Marketing

TEXT AND READINGS

Syed H. Akhter

Associate Professor of Marketing and
International Business
Marquette University



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PREFACE

In the last two decades we have witnessed a gradual shift in focus from domestic to international, to multinational, to global marketing. This shift in focus reflects the socioeconomic, political, and technological developments that have changed the way business is conducted. The breakup of the Soviet Union, the creation of the European Union, the formation of the NAFTA, the rapid growth and integration of the Asian Pacific economies, the ascendance of market economies, and the alliance of computer and communication technologies have all increased the significance of global marketing.

Products, services, and capital are increasingly exchanged in the borderless global economy. Firms that once relied on a single-country market are now vigorously competing for market shares in a dynamic, complex, interdependent, and competitive global market. The global expansion of business has blurred the distinction between domestic and foreign markets and has made it difficult to determine the origin of products and the nationality of firms.

These developments pose many challenges to marketers. For example, they have to adapt to the complex and fast-changing business environment and make decisions that enhance the competitive position of their firms in the global marketplace. They have to forge alliances between themselves and constituents such as governments, financial institutions, advertising agencies, and middlemen to market their products effectively and efficiently across countries. Furthermore, to achieve success, they need to understand the concepts, strategies, and practice of global marketing.

THE STRUCTURE OF THE TEXT

This book is divided into two parts. The first part consists of 12 chapters. The first chapter is an introduction to global marketing followed by four chapters focusing on the economic, financial, political, and cultural environments of global marketing, respectively. Chapters 6 through 9 cover the marketing mix variables (product, price, place, and promotion) as they relate to global marketing. Chapter 10 explains global business involvement in terms of market entry strategies, Chapter 11 covers topics related to global marketing strategies, and Chapter 12 deals with the ethics of global marketing.

The second part of the book includes 44 readings, four for each of the chapters, 2 through 12. In selecting these readings, the objective was to offer comprehensive coverage of key topics. Rigorous, interesting, and provocative, the articles expand and elaborate on specific conceptual and practical issues in global marketing.

Several features of this text are noteworthy. First, complex global marketing concepts are explained in a clear and straightforward way. Second, examples from different regions of the world illustrate the use of concepts and strategies, making the subject matter both interesting and meaningful. Third, the chapters

are kept at a reasonable length to facilitate understanding and teaching. Fourth, the combination of text with readings provides access to foundation materials and key topical areas in global marketing, and gives instructors the freedom to select and customize the coverage of materials on different topics. And fifth, the most recent data available are used to explain global marketing developments and practices.

SUPPLEMENTARY MATERIAL

An Instructor's Manual with a test bank is available. The test bank includes true/false, multiple choice, and fill-in-the-blank questions. Other supplementary materials include lecture outlines and discussion questions for each chapter. For each reading, a synopsis and discussion questions are also provided. Instructors interested in adopting a simulation exercise can use Export to Win, South-Western College Publishing.

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Syed H. Akhter
Marquette University

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