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# 全球市场营销学

GLOBAL MARKETING

SYED H. AKHTER



世界财经与管理教材大系



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# 出版者的话

但凡成事，均缘于势。得势则事成，失势则事不顺。顺势而行，如顺水行舟；借势而动，如假梯登高；造势而为，如太空揽月。治学、从政、经商、置业，均不可一日失势。势者，长处、趋势也。

今日中国，是开放的中国；当今世界，是开放的世界。改革开放，大势所趋，势不可挡。经济开放、文化开放、政治开放，世界需要一个开放的中国，中国更要融入开放的世界。借鉴国际惯例，学习他人之长，已经到了不可不为之时。

借鉴国际惯例，学习他人之长，已属老生常谈，但学什么、如何学、以何为蓝本为众多志士仁人所关注。可喜的是，由赤诚图文信息有限公司精心策划，ITP、McGraw-Hill 及 Simon & Schuster 等国际出版公司特别授权，东北财经大学出版社荣誉出版的“世界财经与管理教材大系”现已隆重面世！她以“紧扣三个面向，精选五大系列，奉献百部名著，造就亿万英才”的博大胸襟和恢弘气势，囊括经济学、管理学、财务与会计学、市场营销学、商务与法律等财经、管理类主干学科，并根据大学教育、研究生教育、工商管理硕士（MBA）和经理人员培训项目（ETP）等不同层次的需要，相应遴选了具有针对性的教材，可谓体系完整，蔚为大观。所选图书多为哈佛、斯坦福、麻省理工、伦敦商学院、埃维商学院等世界一流名校的顶尖教授、权威学者的经典之作，在西方发达国家备受推崇，被广为采用，经久不衰，大有“洛阳纸贵”之势。

借鉴国际惯例，毕竟只是因势而动；推出国粹精品，才是造势而为。在借鉴与学习的同时，更重要的是弘扬民族精神，创建民族文化。“民族的，才是国际的”。我们提倡学他人之长，但更希望立自己之势。

势缘何物，势乃人为。识人、用人、育人、成人，乃人本之真谛。育人才、成能人，则可造大势。育人、成人之根本在教育，教育之要件在教材，教材之基础在出版。换言之，人本之基础在书本。

凡事均需讲效益，所谓成事，亦即有效。高效可造宏基，无效难以为继，此乃事物发展之规律。基于此，我们崇尚出好书、出人才、出效益！

东北财经大学出版社

1998年4月

*To Marita*

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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.

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## **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.

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## **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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