



# The Global Business: Four Key Marketing Strategies

*Erdener Kaynak*

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## **The Global Business: Four Key Marketing Strategies** Erdener Kaynak

Global competition is being fueled by economic, technological, legal/political, and social changes taking place around the globe. As trade blocs and countries emerge and change, they offer certain opportunities and present certain threats for domestic companies. As U.S. companies enter the world market, they will be faced with increased competition. To ensure greater success against this competition, this timely book provides concepts, techniques, and strategies for professionals guiding these firms into the world market. The Global Business is need- and action-oriented. It shows the steps in the globalization process, complete with ample company and industry examples from a variety of regions and countries of the world. An ideal book for marketers, managers, and professors alike, these frequently asked questions are just a few that are answered in The Global Business:

- What are the best methods of operating in global markets?
- Is there such a thing as global consumer? If so, what are his/her characteristics?
- What are the decisionmaking rules in global markets? Does global marketing strategy differ in any way from domestic marketing strategy?
- What is a global firm and how does it act and behave?
- What are the emerging patterns and developments in global marketing theory and practice today?
- What does the future hold for global firms? The Global Business offers practical, managerial guidelines for business and marketing managers, public policymakers, and researchers and scholars of marketing on a global scale. It helps firms develop and maintain distinct competitive advantages in the foreign markets in which they wish to or do already operate. Among the topics discussed are global location strategy; global sourcing; the Euroconsumer; marketing in Socialist countries of Eastern Europe and the People's Republic of China; joint venture formation, Third World marketing; and cross-cultural and cross-national consumer behavior.



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