

Chapter 1 : Multiple Choice - Czinkota, Fundamentals of International Business

*International Marketing: 8th (Eighth) Edition [Ilkka A. Ronkainen Michael R. Czinkota] on theinnatdunvilla.com *FREE* shipping on qualifying offers.*

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Practicing international marketing and writing a text on the subject have much in common. It is therefore with great pleasure that we present the eighth edition of *International Marketing* to you. We have greatly streamlined the text, which now comprises 18 chapters. We have done so to balance the workload for the reader but without taking shortcuts. We have combined topics, eliminated redundancies, and tightened content wherever possible. The result is a shorter, crisper text of better quality. We now address in depth controversies surrounding issues such as globalization, terrorism, and international aid. We paint a broader picture of the implications of a market orientation, and highlight ethical concerns. We discuss the shortcomings encountered in corporate transparency and executive veracity. We also provide much deeper data analysis and support. For example, in addition to discussing the leading economic regions, we offer comparative benchmarks from China, Australia, Kenya, and Brazil. Overall, we unabashedly admit that this eighth edition of *International Marketing* is the best one yet! Here are the key features that make this book stand out: We have served in government positions and advised international organizations. We know what role governmental considerations can play for the international marketer. This policy orientation greatly enhances the managerial relevance of this book. Based on our personal research record and business experience, we can offer research insights from around the globe and show how corporations are adjusting to the marketplace realities of today. We look at the marketing repercussions of these changes on people management, sourcing policies, cargo security, inventory management, and port utilization. We present the issue of underserved markets, with a population of four billion, and also suggest how these people and countries can become greater participants in marketing efforts. By addressing, confronting, and analyzing the existence of different environments, expectations, and market conditions, we highlight the need for awareness, sensitivity, and adaptation. Should you have any questions or comments on this book, you can contact us, talk to us, and receive feedback from us. Because of its in-depth coverage, it also presents an excellent challenge for graduate instruction and executive education. The text is divided into four parts. First, the core concepts of international marketing are outlined, and the environmental forces that the international marketer has to consider are discussed. The second part focuses on international market entry and development. We cover strategic planning for internationalization, organizing for implementation, preparing through research, and executing the entry. Part Four discusses the marketing management issues most relevant to the expanded global operations of multinational corporations. We conclude with an appendix of international employment opportunities. Both the instructor and the student can work with this text in two ways. One alternative is to cover the material sequentially, progressing from the initial international effort to multinational activities. Another approach is to use the text in a parallel manner, by pairing comparable chapters from Parts Two, Three, and Four. In this way, the primary emphasis can be placed on the functional approach to international marketing. We offer a perspective on the shift from marketplace to market space, and the impact of this revolution on international marketers in terms of outreach, research, and competition. We have included links to the Web sites of companies, data sources, governments, international organizations, and monitors of international marketing issues. Our focus on the physical environment and geography is strong. Updated maps provide context in terms of social and economic data. An appendix directly addresses the relationship between geography and international marketing. This edition gives increased attention to developing economies and

economies in transition. In Part One, international organizations such as the World Bank, the World Trade Organization, the International Monetary Fund, and the United Nations are covered, along with the public debate surrounding these institutions. In particular, we focus on the evolving role of the World Trade Organization and the push for the conclusion of the Doha Round. We have increased the focus on ethics and corporate citizenship in this section and strengthened our discussion of intellectual property rights. We broaden our discussion of emerging markets by systematically addressing the issue of dealing with markets at the bottom of the income pyramid. Our revised strategy section v vi Preface is now linked directly with organization, implementation, and research concerns. All of these strategies are now integrated into one chapter, organized around our model of the internationalization process. The marketing mix discussions now include new technologies and their impact. For example, we present the effect of consumer generated media such as blogs and new opportunities presented by m-payments through mobile devices. New also is the focus on how local companies can defend against global players and win, and our emphasis is on sponsorship and ambush marketing. They focus on real marketing situations and help students understand and absorb the presented materials. The instructor can highlight the boxes to exemplify theory or use them as mini-cases for class discussion. Research Emphasis A special effort has been made to provide current research information and data from around the world. In addition, a wide variety of sources and organizations that provide international information are offered in the text. These materials enable the instructor and the student to go beyond the text when desired. We highlight how the way of reaching customers and suppliers has changed given the new technology. We offer insights into the electronic marketing research process and present details of how companies cope with new market realities. Whenever appropriate, we direct readers to Internet resources that can be useful in updating information. Each chapter also provides several Internet questions in order to offer training opportunities that make use of the Internet. Geography This edition contains several maps, covering the social, economic, and political features of the world. These maps enable the instructor to visually demonstrate concepts such as socioeconomic variables or exposure to terrorism. Cases Following each part of the text are a variety of cases, three quarters of which are either new or updated especially for this edition, that present students with real business situations. All cases address the activities of actual or former companies and cover a broad geographic spectrum. In addition, a number of video cases further help to enliven classroom activity. Challenging questions accompany each case, permitting in-depth discussion of the materials covered in the chapters. The material in the manual includes the following: Time plans are developed for the course to be taught in a semester format, on a quarter basis, or as an executive seminar. In addition, each chapter has Internetbased exercises in order to offer students the opportunity to explore the application of new technology to international marketing on their own. In addition, detailed case discussion alternatives are provided, outlining discussion strategies and solution alternatives. This program consists of easy-to-use test creation software compatible with Microsoft Windows. Instructors can add or edit questions, instructions, and answers, and select questions randomly or numerically by previewing them on the screen. Instructors can also create and administer quizzes online, whether over the Internet, a local area network LAN , or a wide area network WAN. PowerPoint presentations are also easily printed to create customized Transparency Masters. These videos, featuring companies such as Pier One Imports and Whirlpool, coincide with the video cases found at the end of each part in the text. Professors can assign the cases after presenting videos in class or use these cases to simply illustrate a key point. Acknowledgments e are deeply grateful to all the professors, students, and professionals using this book. Your interest demonstrates the need for more knowledge about international marketing. As our market, you are telling us that our product adds value to your lives. As a result, you add value to ours. We also thank the many reviewers for their constructive and imaginative comments and criticisms, which were instrumental in making this edition even better. For their contributions to this revision, we would like to thank the following: Quraeshi Western Michigan University F. Streed Concordia College Farok J. Contractor Rutgers University Cheryl Nakata University of Illinois” Chicago We remain indebted to the reviewers and survey respondents of this and earlier editions of this text: Louis University Jessica M. Wood Texas Tech University Many thanks to all the colleagues and students who have helped us sharpen our thinking by cheerfully providing challenging comments and questions. Many

colleagues, friends, and business associates graciously gave their time and knowledge to clarify concepts; provide us with ideas, comments, and suggestions; and deepen our understanding of issues. Without the direct links to business and policy that you have provided, this book could not offer its refreshing realism. In particular, we are grateful to Secretaries Malcolm Baldrige, C. Michael Farrell for enabling its implementation. We also thank the colleagues who have generously written new cases to contribute to this new edition of our book. Valuable research assistance was provided by our student research elite team. They made important and substantive contributions to this book. We would also like to thank Samantha Vinograd for her tireless work on reviewing the manuscript. We appreciate all of your work. A very special word of thanks to the people at Thomson Business and Economics. Nicole Moore continues to expertly market the text.

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