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Michael Czinkota, Ilkka Ronkainen : Emerging Trends, Threats and Opportunities in International Marketing: What Executives Need to Know before purchasing it in order to gauge whether or not it would be worth my time, and all praised Emerging Trends, Threats and Opportunities in International Marketing: What Executives Need to Know:

The context of international business has evolved over the years, and has always reflected the climate of the time. This book addresses three major changes that have taken place in the last decade in a series of articles compiled by the authors.

From the Inside Flap The context of international business has evolved over the years, and has always reflected the climate of the time. This book addresses three major changes that have taken place in the last decade in a series of articles compiled by the authors. First, the landscape of the global economy changed drastically in the last decade or so. The Asian and Latin American financial crises, the further expansion of the European Union (EU), and the emergence of the BRIC (Brazil, Russia, India and China) as economic powerhouses have occurred during the this period. And most recently, the global financial and economic crisis, caused primarily by the U.S. subprime mortgage loan crisis since late 2008, is ravaging the integrity of the global economy with unprecedented severity. Second, the explosive growth of information technology tools, including the Internet and electronic commerce (e-commerce), has had a significant effect on the way we do business internationally. On the one hand, everyone seems to agree that business transactions will be faster and more global. As a result, the nature of global supply chain and global trade as managed by multinational firms has fundamentally changed. However, on the other hand, the more deeply we have examined this issue, the more convinced we have become that certain things will not change, or could even become more local as a result of the globalization that the Internet and e-commerce bestow on us. Third, it is an underlying human tendency to desire to be different when there are economic and political forces of convergence (often referred to as globalization). When the globalization argument (and movement) became fashionable in the 1980s and 1990s, many of us believed that globalization would make global business easier. Doing business beyond national borders, indeed, has become easier, but it does not necessarily mean that customers want the same products in countries around the world. Attention to local market demands remains a global business imperative. This book constitutes a timely compilation of work addressing marketing in an uncertain world, competition from emerging and re-emerging markets, global sourcing, and the meeting of old and new global challenges.

About the Author Michael R. Czinkota works in the international marketing field at Birmingham and at Georgetown University. He served in the U.S. government as Deputy Assistant Secretary of Commerce and as Head of the U.S. delegation to the OECD industry committee in Paris, and was a partner in a fur trading firm. Aside from more than 100 articles on export management and trade policy, his key books are *International Marketing* (8th edition) and *International Business*, (7th edition) and *Mastering Global Markets*. Ilkka A. Ronkainen has served on the Georgetown faculty for the past 28 years teaching in the areas of international business and marketing. In addition, he is the founder and director of the MSB's summer program in Hong Kong. He is co-author of multiple texts, two of which, *International Business* and *International Marketing*, are among the leading ones used in schools in the Americas, Asia, and Europe. In 1995, his co-authored text, *The Global Marketing Imperative*, was a winner of the Choice award given to the best research books of the year. Masaaki Kotabe holds the Washburn Chair Professorship in International Business and Marketing at the Fox School of Business at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark Centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin. Dr. Kotabe served as the Vice President of the Academy of International Business in 1997-98. In 1998, he was elected a Fellow of the Academy of International Business for his significant contribution to international business research.