



Global Marketing: Foreign Entry, Local Marketing and Global Management (SIE)

By Johny K. Johansson

Tata McGraw-Hill Education Pvt. Ltd., 2007. Softcover. Book Condition: New. 4th edition. The text utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. It seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. Legal, regulatory, political, and cultural, issues are discussed as appropriate throughout the text. Excellent examples and cases help students move from concept to application. Table of contents PART I: FUNDAMENTALS Chapter 1: The Global Marketing Job . Chapter 2: Theoretical Foundations . Chapter 3: Cultural Foundations . PART II: FOREIGN ENTRY Chapter 4: Country Attractiveness . Chapter 5: Export Expansion. Chapter 6: Licensing, Strategic Alliances, FDI . PART III: LOCAL MARKETING Chapter 7: Understanding Local Buyers . Chapter 8: Local Marketing in Mature Markets . Chapter 9: Local Marketing in New Growth Markets . Chapter 10: Local Marketing in Emerging Markets . PART IV: GLOBAL MANAGEMENT Chapter 11: Global Segmentation and Positioning . Chapter 12 Global Products . Chapter 13: Global Services . Chapter 14: Global Pricing . Chapter 15: Global Distribution . Chapter 16: Global Advertising . Chapter 17: Global Promotion, E-Commerce, and Personal Selling...

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