

International Strategic Marketing

A European Perspective

Contents

1. Introduction to International Marketing

1.1 Introduction 1.2 Developments in International Expansion 1.3 Country Relationships within the International Economy 1.4 Political Environment 1.5 Legal Environment 1.6 Social Environment 1.7 Technological Environment 1.8 Organizational Environment 1.9 Cross-cultural Communication and Meaning 1.10 Conclusion 1.11 Review Questions

2. Framework for International Marketing

2.1 Introduction 2.2 International Expansion of Manufacturers 2.3 International Expansion of Service Industries 2.4 Influences on Internationalization 2.5 Strategic Options for International Expansion 2.6 Market Entry Method Options 2.7 Conclusion 2.8 Review Questions

3. European Marketing

3.1 Introduction 3.2 Role of Europe in the Global Market 3.3 Operation of European Union Political Institutions 3.4 European Union Influence on National Legislation and Controls 3.5 Influence of Single European Market on the Regulation of Marketing Practice 3.6 European Management Organization Structures 3.7 Role of European, National and Regional Culture in Marketing 3.8 Conclusion 3.9 Review Questions

4. International Marketing Information Systems: Marketing research

4.1 Introduction 4.2 Management Information System 4.3 Role of Marketing Research: Linkage to marketing decision-making 4.4 Secondary Research: Sources of market data 4.5 Primary Research: Field research 4.6 Role and Organisation of International Marketing Research 4.7 Structure of Marketing Research Agencies Industry 4.8 Government Help for International Marketing Research 4.9 Implementation of International Marketing Research 4.10 Conclusion 4.11 Review questions

5. International Product Development

5.1 Introduction 5.2 International Market Segmentation 5.3 Test Marketing 5.4 International Branding: Positioning and targeting 5.5 Intellectual Property as a Product Attribute 5.6 Warranties 5.7 Labelling and Packaging 5.8 Conclusion 5.9 Review Questions

6. International Pricing

6.1 Introduction 6.2 Commercial Factors 6.3 Business Environmental Factors 6.4 Finance-related Costs 6.5 Managerial Decision Factors 6.6 Globalization Pricing 6.7 European Union Pricing 6.8 Negotiated Price 6.9 Culture and Negotiation Skills 6.10 Pricing and Communication Technology 6.11 Conclusion 6.12 Review Questions

7. International Promotion

7.1 Introduction 7.2 Nature of International Promotion 7.3 Implementation of Promotion Strategy 7.4 Role of Advertising Agency 7.5 Selection of Advertising Agency 7.6 International Branding 7.7 Conclusion 7.8 Review Questions

8. International Channels of Distribution

8.1 Introduction 8.2 Nature of Channels 8.3 Channel Alternatives 8.4 Exporting 8.5 Choosing Distribution Channels 8.6 Preparing to Negotiate Channel Agreements 8.7 Culture and Negotiation 8.8 Negotiating Marketing Agreements 8.9 Impact of the Internet 8.10 Conclusion 8.11 Review Questions

9. International Marketing Planning and Implementation

9.1 Introduction 9.2 Nature of International Marketing Planning 9.3 Marketing Plan 9.4 Implementation of International Marketing Plan 9.5 Conclusion 9.6 Review Questions Appendix: Answer guide to review questions