



Handbook of Cross-Cultural Marketing

Erdener Kaynak, Paul Herbig

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Going global can be risky business if you don't divest yourself of your ethnocentric thinking. You have to take into consideration your new market's language, work schedules, tastes, lifestyle choices, and cultural associations, and this is the book to help you do that! Handbook of Cross-Cultural Marketing shows you how to sensitize your marketing approaches to the cultural norms and taboos of other societies, as well as the importance of demonstrating an interest in and appreciation of different cultures. Designed to assist both American and foreign companies, Handbook of Cross-Cultural Marketing shows you how to increase your chance at success in international markets. It identifies and explains ten important aspects of culture that are essential to cross-cultural marketing to help you understand how underlying cultural beliefs govern the way marketing functions in different societies. It also gives you specific steps for developing cultural adaptation strategies in international marketing. To further your understanding of global marketing and fundamental marketing concepts, this comprehensive book discusses:

- real life examples of company successes and failures abroad
- attitudes toward middlemen in underdeveloped countries
- the advantages of foreign trade shows
- locating and using representatives, agents, and/or distributors in foreign countries
- the reception of different American products in different countries
- potential cultural pitfalls of primary data collecting techniques
- the role of time in various cultures
- setting standards for product performance

A useful text for students and practitioners alike, Handbook of Cross-Cultural Marketing gives you hands-on strategies and advice for delving into different markets, using techniques that are respectful of individual cultures, and avoiding unnecessary mistakes that can occur if you don't take the initiative to get to know the culture of your new marketplace. Your outlook and beliefs are not the global norm, so read this book to find out how you can be successful with customers who are different from you in terms of motivation, values, beliefs, and outlook.

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Sandra McLean:

Reading a book to become new life style in this 12 months; every people loves to read a book. When you go through a book you can get a great deal of benefit. When you read publications, you can improve your knowledge, since book has a lot of information in it. The information that you will get depend on what forms of book that you have read. In order to get information about your review, you can read education books, but if you act like you want to entertain yourself read a fiction books, this sort of us novel, comics, along with soon. The Handbook of Cross-Cultural Marketing will give you new experience in reading through a book.

Eunice Randle:

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Christopher Rangel:

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