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Poised at the dawn of the Asian Century, innovation in international marketing continues to cut through the turbulence of our economic climate. This fourth Asia-Pacific edition of International Marketing is thoroughly revised to capture the cutting edge developments in international marketing, while retaining the integrity of Masaaki Kotabe's theoretical underpinning. Undergraduate students using this text as core resource will be equipped with the tools to become an effective international marketing manager. Armed with an understanding of how social media, ethics and sustainability are impacting the Asia-Pacific international marketing mix, students will draw on the interdisciplinary, cross functional approach to gain insight into all aspects of international business operations and the interface they have with marketing. The text provides detailed coverage of international marketing at all levels: from the SME primarily engaged in importing and exporting activities country by country through to larger organisations striving to coordinate their international marketing activities regionally and globally. A key underlying theme of the text is that while it may not be possible for all firms in the Asia-Pacific region to market their goods and services on a truly global scale, all firms that operate in any international marketplace need to understand and be aware of competition from both the local SMEs and the larger MNCs that are increasingly attempting to operate globally. In an increasingly competitive and global market, the fourth Asia-Pacific edition of International Marketing integrates fifteen new and dynamic end-of-chapter case studies to give students the knowledge, context and confidence to be a successful international marketing

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professional. 15 Dynamic new cases feat. Harvard business review 1) Using social networking tools for international marketing 2) The potential of global mango exports 3) Bilateral relations: emerging friendships 4) The Barbie doll in China 5) Trying to do business in a quake zone: Christchurch and Canterbury Tourism 6) Market research and communications: what flies below the radar 7) Marketing Halal meat products to Indonesian consumers 8) The sleeping giant: Giant Bicycles 9) Exporting Australian avocados 10) Banyan Tree hotels and resorts 11) Does Gourmet King advertising translate? 12) Distribution woes hobble start-ups in India 13) Exporting Australian wildflowers 14) Reverse exports: Aussie cheese to France? 15) Digicel: delivering ?full service? at the bottom of the pyramid

"Geared toward undergraduate and postgraduate students studying international marketing, International Marketing, An SME Perspective blends rigorous theory with practice. The book places emphasis on the impact of technology on the international marketing landscape."--Jacket.

Global thinking, local relevance! International Marketing is a ground-up Australian text which has a unique and relevant perspective on the subject: looking through the lens of Australian and New Zealand export firms working with international partners as well as Asian businesses looking into Australia. By keeping local business students and their future careers in mind, Fletcher and Crawford make it easier to identify with and apply the concepts. The text takes a practical approach which clearly outlines the links between three different stages of marketing: connecting analysis with planning, planning with strategy and strategy with implementation. Each chapter analyses a range of firms operating in ever-changing international markets, including

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small and medium scale enterprises (SMEs) and local subsidiaries of multinational enterprises (MNEs). The new 7th edition has been comprehensively updated and features a remarkable range of new, in-depth case studies, industry highlights and diverse business examples that bring the subject to life.

Marketing Research, 5e equips students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. For analysing data, the text covers both SPSS and Excel outputs. This text is indispensable for students studying marketing research in any business or marketing course. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

The increasing dominance of the Asia-Pacific region as a source of international business growth has created a dynamic and complex business environment. For this reason, a sound understanding of regional economies, communities and operational challenges is critical for any international business manager working in a global context. With an emphasis on 'doing business in Asia', Contemporary International Business in the Asia-Pacific Region addresses topics that are driving international business today. Providing

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content and research that is accessible to local and international students, this text introduces core business concepts and comprehensively covers a range of key areas, including trade and economic development, dimensions of culture, business planning and strategy development, research and marketing, and employee development in cross-cultural contexts. Written by authors with industry experience and academic expertise, Contemporary International Business in the Asia-Pacific Region is an essential resource for students of business and management.

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia–Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

This book, first published in 1989, examines the practice of international business in the Asia-Pacific region. It examines the factors which have influenced its growth and dissemination and analyses particular elements in a transnational, cross-cultural and comparative way. By relating its conclusions to research findings from elsewhere, the Asia-Pacific area is placed in the context of the global business

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scene. By synthesizing the established body of knowledge and offering managerial insights the book has much to offer the researchers and policy makers of today.

The Asia-Pacific region, sustaining more than four decades of rapid growth, has emerged as an economic force comparable in significance to Europe and North America. This book examines the economic, geopolitical, technological, demographic, and cultural forces that shape the international business strategies in the Asia-Pacific region. Specifically, it examines the seismic shifts in global business environment since the new century, and addresses emerging opportunities and threats in the Asia-Pacific region. This book offers new insights for international business in areas such as trade policy, supply chains, international investment, technological innovation, international marketing, digital economy, and human resources. The enclosed comprehensive and diverse analyses of the international business landscape in the New Asia are invaluable to scholars, managers, politicians, and policy makers alike. This book is engaging and informative. It presents a collection of diverse and cutting-edge topics that offer new insights into International Business activities in the Asia-Pacific region, raising questions for debate and opening pathways for future research. A must-read book for International Business scholars.— Hussain G. Rammal, University of Technology Sydney, Australia This book offers a comprehensive introduction to the general business environment in Asia. It highlights the complexities and dynamics of doing business in Asia and provides insightful understandings of emerging issues in the region. The chapter-by-chapter analyses of the region depict the rich thematic contexts in which key issues and challenges facing corporate executives as well scholars in international business. I believe that this book is valuable for students of international

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business, global business environment and regional studies.
—Hongxin Zhao, Saint Louis University, USA

Asia is no longer simply the continent to which the world turns for outsourcing and off shoring of production, leaving retailing to Western countries. Asia now contains many of the world's largest markets plus many emergent markets as well. North America is fast ceding ground to China as the world's largest economic power. Europe has been able to make productivity gains from trade, fiscal and monetary harmonization to remain globally competitive while Africa, whose nations practice free trade, is largely ignored both in terms of forgiving debt and providing further credit. Each chapter of this volume details the characteristics of an individual market in Asia and demonstrates the challenges that marketers are likely to face in these environments. Covering not just production or consumption but trade as it is practiced now, this book outlines the new norms, conventions and service performance levels that these markets demand.

This fully updated and revised edition of Michael Yahuda's extremely successful textbook introduces students to the international politics of the Asia Pacific region since 1945. Divided into three parts, the first presents a chronological overview of developments since 1945, the new second part looks at the post-cold war period, while the third focuses on the policies of the US, the USSR/Russia, China and Japan in the region. Yahuda analyses politics in terms of global, regional, and local trends, combining narrative with analysis. This new edition features: * analysis of the economic crisis and the potential implications worldwide of East Asian economic recovery * a chapter on the emergence of East Asia as a significant force in world affairs, focusing on the role of lesser powers such as Indonesia and Malaysia * chapters

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considering prospects post-2000 and competing frameworks for security in the wake of nuclear tension between India and Pakistan * the strengths and weaknesses of US hegemony in the new world order.

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