

Contents

Contents	3
Preface	7
1 Introduction to International Marketing	9
1.1 Basic concepts of international marketing	11
1.2 International business strategies	16
1.3 Theory of internationalization	19
2 The International Marketing Environment	27
2.1 Political, legal and regulatory environments	27
2.2 Economic environment	32
2.3 Social and cultural environments	37
2.4 Technological environment	42
2.5 Risks in international marketing	44
3 International Marketing Research	47
3.1 Introduction	47
3.2 International specifics of marketing research	49
3.3 Research process	53
3.4 Types of data	54
3.5 Typology and methodology of primary (field) research	55
3.5.1 Quantitative marketing research	56
3.5.2 Designing the questionnaire	60
3.5.3 Qualitative marketing research	61
3.5.4 Longitudinal studies	63
4 Strategic Planning and International Market Entry Strategy	67
4.1 Strategic planning process	67
4.2 International growth strategies	73
4.3 International market entry strategy	74
4.3.1 Exporting and importing	74
4.3.2 Non-equity based cooperation	78
4.3.3 Foreign investment	83
5 Segmentation and Targeting in International Markets	87
5.1 Segmentation	87
5.1.1 Methods of segmentation in consumer markets	88
5.1.2 Industrial markets	93

5.2 Targeting	96
5.2.1 Criteria for targeting	96
5.2.2 Targeting strategies	97
5.3 International aspects of segmentation	97
5.4 The impact of segmentation on the brand	98
6 International Positioning	101
6.1 Elements and definition	101
6.2 The role of the brand in positioning strategy	102
6.3 Target consumer and relevant consumer benefit	103
6.4 Differentiation from competitors	105
6.5 Positioning strategies	107
6.5.1 Implementation of positioning strategy	112
7 International Branding	119
7.1 Brand and its meaning	119
7.2 Brand equity	122
7.2.1 Brand equity – definition and elements	122
7.3 Trends in international brand management	127
7.4 Strategic brand management in international markets	134
8 Product in International Marketing	139
8.1 Dimensions of product	139
8.2 Adaptations of the product	141
8.2.1 Adaptations of the core	143
8.2.2 Adaptations of packaging	144
8.2.3 Adaptations of services	146
8.3 Classification of products in international marketing	147
8.4 International product mix	148
9 International Pricing	153
9.1 Factors influencing pricing in the international environment	154
9.2 The impact of the terms of payment on pricing	159
9.3 The impact of the terms of delivery on pricing	160
9.4 Pricing strategies	162
9.4.1 Approaches to pricing in the international environment	162
9.4.2 Pricing strategies	164
9.5 Pricing and other components of the marketing strategy	168
9.5.1 Pricing and product policy	168
9.5.2 Pricing and marketing communication	170
10 International Distribution	173
10.1 International logistics	173
10.2 Factors influencing international distribution	176
10.2.1 Distribution strategies for the B2C market	178
10.3 Trends in international distribution	179

11 International Marketing Communication 189

11.1 Communication process 189

11.2 Specifics of international communication 191

11.2.1 Differences related to the message 192

11.2.2 Differences related to media 195

11.3 International communication strategy 197

11.3.1 Possible approaches to marketing communication across borders 197

11.3.2 Push and pull communication strategies 200

11.3.3 Communication planning 201

11.4 Marketing communication mix 204

11.4.1 Advertising 205

11.4.2 Public relations 207

11.4.3 Sales promotion 209

11.4.4 Personal selling 211

11.5 Trends in marketing communication 213

12 Ethics, Social Responsibility and International Marketing 217

12.1 The international ethical environment 217

12.2 Ethical issues in international marketing 220

12.2.1 Product policy 220

12.2.2 Price policy 221

12.2.3 Place policy 222

12.2.4 Promotional policy 223

12.3 Social responsibility 225

12.3.1 Growing significance of CSR and sustainability 226

12.3.2 Benefits of social responsibility 228

12.3.3 Environmentalism and going green 230

12.3.4 New opportunities in health and sustainability 232

12.4 A final note 232

Literature 235

Index 241

Summary 245