

CONTENTS

PREFACE.....	5
1 INTRODUCTION TO INTERNATIONAL MARKETING.....	7
1.1 Basic Concepts of International Marketing.....	10
1.2 International Business Strategies.....	14
1.3 Theories of Internationalization.....	17
2 THE INTERNATIONAL MARKETING ENVIRONMENT.....	22
2.1 Political, Legal and Regulatory Environments.....	22
2.2 Economic Environment.....	26
2.3 Social and Cultural Environments.....	30
2.4 Technological Environment.....	35
2.5 Risks in International Marketing.....	37
3 INTERNATIONAL MARKETING RESEARCH.....	40
3.1 Introduction.....	40
3.2 International Specifics of Marketing Research.....	42
3.3 Research Process.....	46
3.4 Types of Data.....	47
3.5 Typology and Methodology of Primary (Field) Research.....	48
3.5.1 Quantitative Marketing Research.....	49
3.5.2 Designing the Questionnaire.....	52
3.5.3 Qualitative Marketing Research.....	54
3.5.4 Longitudinal Studies.....	55
4 STRATEGIC PLANNING AND INTERNATIONAL MARKET ENTRY STRATEGY.....	58
4.1 Strategic Planning Process.....	58
4.2 International Growth Strategies.....	65
4.3 International Market Entry Strategy.....	66
4.3.1 Exporting and Importing.....	66
4.3.2 Non-Equity Based Cooperation.....	70
4.3.3 Foreign Investment.....	75
5 SEGMENTATION AND TARGETING IN INTERNATIONAL MARKETS.....	79
5.1 Segmentation.....	80
5.1.1 Methods of Segmentation in Consumer Markets.....	80
5.1.2 Industrial Markets.....	84
5.2 Targeting.....	86
5.2.1 Criteria for Targeting.....	86
5.2.2 Targeting Strategies.....	86
5.3 International Aspects of Segmentation.....	87
5.4 How Segmentation Influences Brand.....	88

6	INTERNATIONAL POSITIONING	94
6.1	Elements and Definition	94
6.2	Target Consumer Identification	96
6.3	Positioning Strategies.....	100
6.3.1	Implementation of Positioning Strategy.....	104
7	INTERNATIONAL BRANDING.....	106
7.1	Brand and Its Meaning.....	106
7.2	Brand Equity	109
7.2.1	Brand Equity – Definition and Elements.....	109
7.3	Strategic Brand Planning	113
7.4	Trends in International Brand Management.....	114
7.5	Strategic Brand Management in International Markets	117
8	PRODUCT IN INTERNATIONAL MARKETING	121
8.1	Dimensions of Product.....	121
8.2	Adaptations of the Product	123
8.2.1	Adaptations of the Core	126
8.2.2	Adaptations of Packaging	126
8.2.3	Adaptations of Services.....	128
8.3	Classification of Products on International Marketing.....	129
8.4	International Product Mix	130
9	INTERNATIONAL PRICING	134
9.1	Factors Impacting International Price Policy	134
9.2	International Pricing Strategies	141
9.3	General Rules for Price Setting.....	143
9.4	Delivery and Payment Terms.....	146
10	INTERNATIONAL DISTRIBUTION.....	152
10.1	Factors Impacting International Distribution.....	153
10.2	Trends in International Distribution	155
11	INTERNATIONAL MARKETING COMMUNICATIONS.....	164
11.1	International Communication Strategy.....	164
11.2	Communication Strategy in a Particular Market.....	166
11.3	Advertising	168
11.4	Direct Marketing	170
11.5	Sales Promotion	173
11.6	Public Relations	175
11.7	Personal Selling.....	178
11.8	Trends in Marketing Communications.....	179
	LITERATURE.....	183
	INDEX	186
	SUMMARY	189