Contents

	Preface	is
	List of abbreviations	xi
	Publisher's acknowledgements	xı
1	International marketing and exporting	1
	1.1 Introduction	1
	1.2 The nature of international marketing	4
	1.3 Export marketing planning and strategy	17
	1.4 The internet, the world wide web, and e-business	23
	1.5 The impact of technology	26
	1.6 Entrepreneurial approaches to international marketing	28
	1.7 Overview of the book	31
	Questions for discussion	31
	References	32
	Further reading	33
	Case studies	34
2	Bases of international marketing	36
	2.1 Introduction	36
	2.2 Potential benefits from export marketing	36
	2.3 International trade theories	39
	2.4 Export behavior theories and motives	46
	2.5 The development of export in the firm: internationalization stages	54
	2.6 Exporting and the network model	58
	2.7 Ethical/moral issues	61
	2.8 Summary	64
	Questions for discussion	65
	References	66
	Further reading	67
	Case studies	68
3	The international environment	84
	3.1 Introduction	84
	3.2 Economic forces	85
	3.3 Socio-cultural environment	92
	3.4 Political/legal environment	105
	3.5 Economic integration	123
	3.6 Competition	128
	3.7 Social responsibility and the business environment	131 136
	3.8 Summary	
	Questions for discussion	137
	References	137

	Further reading Case studies	140 141
4	Export market selection: definition and strategies	154
	 4.1 Introduction 4.2 Market definition and segmentation 4.3 Market expansion/selection process, procedure, and strategy 4.4 Foreign market portfolios: technique and analysis 4.5 Summary 	154 156 165 184 188
	Questions for discussion References Further reading Case studies	188 189 190 191
5	Information for international market(ing) decisions	203
	 5.1 Introduction 5.2 Sources of information 5.3 Assessing market potential 5.4 Export marketing research 5.5 Using the internet and e-mail for data collection 5.6 Summary 	203 206 212 217 229 230
	Questions for discussion References Further reading Appendix: Selected publications and websites providing secondary data Case studies	231 231 232 233 236
6	Market entry strategies	242
	 6.1 Introduction 6.2 Entry as a channel decision 6.3 Entry as a strategy 6.4 Factors influencing choice of entry mode 6.5 Managing the channel 6.6 Selecting the entry mode 6.7 Using free areas 6.8 Summary 	242 242 246 252 260 261 262 262
	Questions for discussion References Further reading Case studies	263 264 263
7	Export entry modes	27!
	 7.1 Introduction 7.2 Indirect export 7.3 Direct export 7.4 The internet and e-commerce 7.5 Gray market exporting 7.6 Summary 	275 275 292 306 311 314

	Questions for discussion	314
	References	315
	Further reading	316
	Case studies	316
8	Nonexport entry modes	325
	8.1 Introduction	325
	8.2 Alternative modes of entry	326
	8.3 Manufacturing facilities	330
	8.4 Assembly operations	340
	8.5 Strategic alliances	342
	8.6 Choosing among alternatives	357
	8.7 Summary	358
	Questions for discussion	358
	References	359
	Further reading Case studies	361 362
9	Product decisions	386
9	9.1 Introduction	386
	9.2 Product policy	386
	9.3 Product planning and development	388
	9.4 Product mix decisions	403
	9.5 Standardization vs. adaptation	413
	9.6 Packaging	420
	9.7 Branding issues	421
	9.8 Summary	427
	Questions for discussion	428
	References	428
	Further reading	430
	Case studies	430
10	Pricing decisions	438
	10.1 Introduction	438
	10.2 Determinants of an export price	439
	10.3 Fundamental export pricing strategy	449
	10.4 Relation of export to domestic price policies	453
	10.5 Currency issues	459
	10.6 The price quotation	460
	10.7 Transfer pricing 10.8 Summary	466 470
	Questions for discussion	471
	References	471
	Further reading	472
	Case studies	473
11	Financing and methods of payment	479
	11.1 Introduction	479
	11.2 Export financing methods/terms of payment	479
		1//

	11.3 Payment/financing procedures11.4 Export credit insurance11.5 Countertrade11.6 Summary	485 500 501 505
	Questions for discussion References Further reading Case studies	507 508 508 509
12	Promotion and marketing communication	511
	 12.1 Introduction 12.2 Export marketing promotion and communication decisions 12.3 Alternative techniques of promotion 12.4 Promotional programs and strategy 12.5 Standardization or adaptation? 12.6 Advertising transference 12.7 Management issues 12.8 Summary 	511 513 522 542 546 554 555
	Questions for discussion References Further reading Case studies	557 558 559 560
13	The export order and physical distribution	571
	 13.1 Introduction 13.2 Handling the export order 13.3 Physical distribution 13.4 Structure of international physical distribution 13.5 A concluding comment 	571 574 577 584 609
	Questions for discussion References Further reading Case studies	610 610 611 611
14	Organization of international marketing activities	617
	 14.1 Introduction 14.2 Main considerations of being organized internationally 14.3 Organizational structures 14.4 Summary 	617 617 623 634
	Questions for discussion References Further reading Case studies	634 635 635 636
	Glossary	646
	Index	655