

# Contents

<b>Part I</b>	<b>The global approach to marketing</b>	<b>1</b>
<b>Chapter 1</b>	<b>The nature of international marketing</b>	<b>3</b>
	Introduction to international marketing 3; Reasons for marketing abroad 8; Exporting 9	
<b>Chapter 2</b>	<b>Strategic considerations in international marketing</b>	<b>13</b>
	Strategy 13; Competitive advantage 17; Investment in products and markets 25; International marketing planning 28; Control and coordination 33; The environments of international marketing 36; The economic and political environment 37; The cultural environment 40; Legal aspects of international marketing 48; Organization of MNCs 52; Selecting the best structure 59	
<b>Part II</b>	<b>The trading environment</b>	<b>63</b>
<b>Chapter 3</b>	<b>International trade</b>	<b>65</b>
	The balance of payments 65; Barriers to international trade 67; The World Trade Organization 72; Countertrade 75	
<b>Chapter 4</b>	<b>Regional analysis techniques</b>	<b>79</b>
	Regional analysis of world markets 79; Regional economic groupings 80	

<b>Chapter 5</b>	<b>North Atlantic countries</b> The Americas 84; Europe 94	<b>84</b>
<b>Chapter 6</b>	<b>China, Asia Pacific, Japan and Oceania</b> China 110; Asia Pacific 114; Japan 123; Oceania 133	<b>110</b>
<b>Chapter 7</b>	<b>Third World countries</b> Marketing in the Third World 138; Selling to the Third World 140; Why sell to the Third World? 142; Latin America 143; The Indian subcontinent 150; Africa 153; The Middle East 159	<b>138</b>
<b>Part III</b>	<b>Organizing for international markets</b>	<b>167</b>
<b>Chapter 8</b>	<b>International marketing research</b> The function of marketing research 169; Information needs 171; The marketing information system 171; The research programme 179; Marketing research in the Third World 180; Organizing research 182	<b>169</b>
<b>Chapter 9</b>	<b>Market screening techniques</b> Choosing markets 184; Identifying appropriate markets 186; Market segmentation 190	<b>184</b>
<b>Chapter 10</b>	<b>Entering international markets</b> The decision-taking process 194; Agents and distributors 197; Licensing and franchising 202; Brands and subsidiaries 207; International marketing through the Internet 209; Foreign manufacturing 211; Joint ventures 217; Human resource aspects 221; The process of internationalization 228; The global company 233	<b>194</b>
<b>Chapter 11</b>	<b>Export methods and procedures</b> Deciding to export 236; Transport 236; Documenting a consignment 242; Cargo insurance 246; Customs declarations 248; Credit insurance 250; Finance of foreign trade 251; Factoring and forfaiting 255; Appendix – the export plan 257	<b>236</b>
<b>Chapter 12</b>	<b>International and global products</b> The nature of international product policy 259; Product positioning 260; Time-based competition 262; Standardization versus modification of products 263; New product development for international markets 267; Packaging 272; Customer care 274; Trade marks and branding 275; Counterfeiting 281; Appendix – international product life cycles 283	<b>259</b>

<b>Chapter 13</b>	<b>International and global pricing approaches</b>	<b>288</b>
	Factors influencing pricing 288; International pricing approaches 289; The research task 294; INCOTERMS 295; Foreign exchange considerations 297; Price discrimination and parallel exporting 298; Predatory pricing 299; Dumping 299; Transfer pricing 301	
<b>Chapter 14</b>	<b>International advertising</b>	<b>304</b>
	The nature of international advertising 304; Standardization versus customization of promotional messages 307; The international advertising agency 311; Regulation of advertising 315; International media planning 316; The advertising budget 322	
<b>Chapter 15</b>	<b>Below-the-line marketing communication</b>	<b>327</b>
	International public relations 327; International direct marketing 330; International relationship marketing 334; International sales promotions 335; Business-to-business campaigns 338; Exhibiting 339	
<b>Chapter 16</b>	<b>Future developments in global marketing</b>	<b>345</b>
	Business-to-business marketing 345; Anti-globalization movements 347; Global reputation management 348; World free trade 349; Market research 350; Marketing through the World Wide Web 350; Marketing plans 351	
	<i>References</i>	<b>352</b>
	<i>Index</i>	<b>355</b>