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**AUTHOR:** Cateora, Papadopoulos, Gilly, Graham **PUBLISHER:**

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Whether or not a company wants to participate directly in international business, it cannot escape ever-increasing

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competition from international firms. We are coming to a situation where hardly any company can claim that it is a domestic one. The globalisation of the marketplace is already a reality, but it led us to some misunder ...

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Marketing: A Relationship

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which describes and analyzes the basic concepts and strategic role of marketing and its practical application in managerial decision-making. It integrates the 'new' relationship approach into the traditional process of developing effective marketing plans. The

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book's structure fits to the marketing planning process of a company. Consequently, the book looks at the marketing management process from the perspective of both relational and transactional approach, suggesting that a company

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should, in any case, pursue an integrative and situational marketing management approach. Svend Hollensen's and Marc Opresnik's holistic approach covers both principles and practices, is drawn in equal measure from research and

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application, and is an ideal text for students, researchers, and practitioners alike.

This book, first published in 1986, is concerned with the changing world environment for multinational business and the

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relationships between multinational parent companies and their subsidiaries which will be necessary to meet the challenges that are being faced. The study argues that key changes to the environment are: the revolution in manufacturing

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which has permitted cheap production in one location of complicated products for a world market; 'world product mandating', whereby all a company's country subsidiaries produce different product lines for the world market; pressure and

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incentives from host governments for technology transfer in their favour and for research and development facilities within their territory; the growth of highly efficient international trading and distribution intermediaries; and the complications of increased

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'barter' trade arising from international debt problems and currency shortages. All this means that the management of multinational subsidiaries has to change. This book reviews the challenges and shows a way forward.

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Globalization has been under extreme pressure in the wake of the financial crisis. Multinational firms are weighing the costs and benefits of international scale and scope, and are increasingly under pressure to hire local, to source

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local, and to pay taxes domestically. At the same time global competitive pressures have intensified. This book reviews international business practices from the multinational firm perspective, and provides pathways forward concerning

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competitiveness and sustainability in global markets. What sets this book apart from others is that the benefits and pitfalls of globalization are addressed. Chapter coverage focuses on the functional areas of the business and how they are

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impacted by international expansion. Practical case studies supplement chapter coverage and highlight both positive and negative developments in the global business arena. Readers should expect to be challenged on what will be the limits of the

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Multinational firm in the future, and how multinational firms can continue to prosper while at the same time adhere to sustainable business initiatives. Equally useful to both undergraduate and graduate students of international business as well as professional

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development programs, Global Business: Competitiveness and Sustainability provides a necessary tonic for dealing with today's troubled seas of globalization.

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**Ethnic** groups in both a US and global context. It presents papers on various multicultural issues across the entire spectrum of marketing activities and functions including marketing management, marketing strategy, and consumer behavior.

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