

Vern Terpstra

University of Michigan

TECHNISCHE HOCHSCHULE DARMSTADI Fachbereich 1

<u>Gesamtbibliothek</u>

Betriebswirtscha / tslehre

Invenior-Nr. : 37. 514 Abstell-Nr. : A28/1434

Abstell-Nr. : ALBUASS Sachgebiete:

59/

### **Contents**

| Chapter 1: Marketing and International Marketing     | ] |
|--|---|
| The Need to Think International 2                    |   |
| The Extent of International Business in U.S. Firms 4 |   |
| Alternative Ways of Marketing Internationally 6      |   |
| International Marketing and the Ugly American 8      |   |
| Company Influences on International Marketing 9      |   |
| Summary 12   |   |
| Questions 12   |   |
| Further Reading 13                                   |   |

# Chapter 2: The Environment of International Marketing 14

14

Why International Trade? 15
International Politics 21
Foreign Market Environment 25
The Economy 26
The People Environment 34
The Political and Legal Environment 38
Summary 40
Questions 41
Further Reading 41

International Environment

#### CONTENTS

| Chapter 3: | Foreign | Consumers | and | Foreign |
|------------|---------|-----------|-----|---------|
|            | Markets | 43        |     |         |

Foreign Consumer Markets 43
Foreign Industrial Markets 51
Foreign Government Markets 55
Summary 60
Questions 60
Further Reading 61

### Chapter 4: International Marketing Research 62

What Is It? 62

How to Conduct International Marketing Research 65
Problems in International Marketing Research 70
Special Approaches in International Marketing Research 75
Information Sources 79
Success and Failure in International Marketing Research 80
Summary 81
Questions 82
Further Reading 82

#### Chapter 5: Product Strategies for World Markets 84

Choosing Products for World Markets 84
The Core Product 86

Auxiliary Product Features 92

Developing Products for World Markets 99

Summary 107

Questions 108

Further Reading 108

## Chapter 6: International Distribution Decisions 110

Getting Products into Foreign Markets 110

#### CONTENTS

Marketing Internationally from Domestic Production 111
Marketing Internationally from Foreign Production 116
Review of Entry Methods 120
Distribution Channels Within Foreign Markets 120
International Physical Distribution 128
Summary 133
Questions 133
Further Reading 134

#### Chapter 7: International Dimensions of Pricing 135

Pricing for Export 136
Pricing Within Foreign Markets 147
Questions 155
Further Reading 155

# Chapter 8: Interrnational Dimensions of Promotion 157

Advertising in Foreign Markets 158 The National Environment of Advertising 159 Advertising in Export and Licensee Markets 163 Advertising in Foreign Subsidiary Markets 166 Personal Selling 171 Other Kinds of Promotion 175 Summary 178 Questions 178 Further Reading 179

Epilog 180

Index 183