

Case Study: DIFFERENT FOR GAMBLE

- ▶ Procter and Gamble (P&G), a global consumer products giant, “stormed the Japanese market with American products, American managers, American sales methods and strategies. The result was disastrous until the company learnt how to adapt products and marketing style to Japanese culture. P&G which entered the Japanese market in 1973 lost money until 1987, but by 1991 it became its second largest foreign market.”
- ▶ P&G, acclaimed as “the World’s most admired marketing machine” entered India, which has been considered as one of the largest emerging markets, in 1985. It entered the Indian detergent marketing in the early nineties with the Ariel brand through P&G India (in which it had a 51 percent holding which was raised to 65 per cent in January 1993, the remaining 35 percent being held by the public). P&G established P&G Home products, a 100 percent subsidiary later (1993) and the Ariel was transferred to it. Besides soaps and detergents, P&G had or introduced later product portfolios like shampoos (Pantene) medical products (Vicks range, Clearasil and Mediker) and personal products (Whisper feminine hygiene products,

International Marketing Strategy Case Study

Shasha Hu



International Marketing Strategy Case Study:

The book delves into International Marketing Strategy Case Study. International Marketing Strategy Case Study is a vital topic that must be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into International Marketing Strategy Case Study, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to International Marketing Strategy Case Study
 - Chapter 2: Essential Elements of International Marketing Strategy Case Study
 - Chapter 3: International Marketing Strategy Case Study in Everyday Life
 - Chapter 4: International Marketing Strategy Case Study in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, the author will provide an overview of International Marketing Strategy Case Study. The first chapter will explore what International Marketing Strategy Case Study is, why International Marketing Strategy Case Study is vital, and how to effectively learn about International Marketing Strategy Case Study.
 3. In chapter 2, the author will delve into the foundational concepts of International Marketing Strategy Case Study. The second chapter will elucidate the essential principles that must be understood to grasp International Marketing Strategy Case Study in its entirety.
 4. In chapter 3, the author will examine the practical applications of International Marketing Strategy Case Study in daily life. This chapter will showcase real-world examples of how International Marketing Strategy Case Study can be effectively utilized in everyday scenarios.
 5. In chapter 4, this book will scrutinize the relevance of International Marketing Strategy Case Study in specific contexts. The fourth chapter will explore how International Marketing Strategy Case Study is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about International Marketing Strategy Case Study. This chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of International Marketing Strategy Case Study.

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