

## INTERNATIONAL MARKETING STRATEGY

### Learning Objectives :

- i) To understand different Market entry strategies adopted by International marketers;
- ii) To develop and in depth knowledge in the market selection process in International marketing;
- iii) To familiarize with product related decisions, pricing decisions etc.
- iv) To know the supply chain management and physical distribution process in International market;
- v) To become familiar with the promotion strategies including a-marketing in International business.

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### **Module (i)(i): MARKET ENTRY STRATEGIES:**

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International business may be affected by the global market in which many companies of different countries are involved to exchange their products with the capital of the customers. The customers may belong to different countries. This exchange of product and capital can affect the position of a company in the foreign exchange market. Position of a company in the foreign exchange market also determine the profit of the company. This earns if a company has a good position in the foreign exchange market, then it how that the company is earning profit. There are many reasons apart from obtaining good position in the foreign exchange market that inspire a company to enter the global market. Some of the reasons are :

- To acquire new opportunities for increasing life cycle of their product
- To secure required resources for producing desired product
- To get raw materials for their product development that are not available in their country
- To achieve low cost for producing a product which can be possible due to the low cost of land and labour in another country

When a company acquires globalization, then it enjoys many benefits which are as follows :

# International Marketing Strategy Case Study

**Wenbin Ji**



## **International Marketing Strategy Case Study:**

*International Marketing in Practice* Véronique Boulocher-Passet, 2025-06-26 *International Marketing in Practice* features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing. Across its four sections the book examines how companies can overcome the challenges of connecting with potential customers in a foreign country through strategic choices around which markets to enter, identifying appropriate modes of entry, successfully adapting their marketing mix for these markets, and leveraging a country of origin strategy. The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes operating in a range of industries. Each case features a case synopsis, learning objectives, a concise narrative, along with stimulating discussion questions for individual cases, as well as each section. These compact case studies will enable students to apply concepts to situations in other organizations, thus strengthening their understanding and supporting learning. This exciting new text is designed as recommended reading on undergraduate and postgraduate International Marketing and International Business courses. For instructors who teach with the cases, there are accompanying teaching notes available online.

[International Marketing Strategy](#) Chris Phillips, Isobel Doole, Robin Lowe, 1994. This textbook sets out the context, techniques, and strategies involved in successful international marketing. It breaks down the area into three main parts: analysis, development, and implementation.

**Marketing Management: An International Perspective** Dominique Turpin, Kamran Kashani, 1999-05-28. *Marketing Management: An International Perspective* brings together over twenty real-life case studies of marketing management issues faced by leading international companies from around the world. Including cases from America, Asia, and Europe, this collection is an ideal supplement to both marketing management or international marketing courses at both undergraduate and MBA level. Written by professors at IMD, one of the leading international business schools with a reputation for writing top-quality cases, this text is an invaluable resource for students of business and marketing. Providing both text and cases, the book is supported by a Tutor's Guide based on the authors' own teaching experience, which provides a roadmap and guidance on how to best use each case.

*International Marketing Strategy* Isobel Doole, Robin Lowe, 2012. *International Marketing Strategy* has been developed to help the reader learn, understand, and practice a number of elements of the international marketing strategy process. The process involves the analysis of a situation, development of a strategy against a background of a number of strategic options, and the implementation of the chosen option. This edition will continue to provide a framework within the parts and chapter structure in which to understand and evaluate the factors that should be taken into account.

[International Marketing Strategy \(with CourseMate & EBook Access Card\)](#). Isabel Doole, 2011.

*International Marketing Strategy* Isobel Doole, Alexandra J. Kenyon, Robin Lowe, 2019. Fully updated and revised, the eighth edition of this popular text reflects the changing focus of international marketing and ensures students are fully up to date with the challenges posed by new patterns of development.

in global markets It provides students with accessible content from around the world including newly emerging economies as well as explaining the increasingly global risks such as natural disasters and the role of digital developments An exciting range of features including Management Challenges Directed Study Activities and contemporary case studies guide students through the complexities of international marketing as it responds to a rapidly changing environment

**International Marketing: An Asia-Pacific Perspective** Richard Fletcher, Heather Crawford, 2013-08-28 International Marketing 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia Pacific region the European Union and beyond It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises MNEs as well as small and medium scale enterprises SMEs mainly exporters which make up the vast bulk of firms involved in international business in the Australasian region International Marketing 6e clearly demonstrates the links between the different stages of international marketing connecting analysis with planning planning with strategy and strategy with implementation Key concepts are brought to life with comprehensively updated statistics recent illustrations and a variety of real world examples and case studies

**Tourism Management of Russian Behavioral Intention Toward Thailand** Sinee Sankrusme, 2017-07 Tourism is identified as one of the major potential industries of Thai economy It is considered to be a top priority for the following reasons Firstly it is an industry requiring much labor thus it provides many jobs for city residents by which it helps to solve unemployment for society Secondly it is an industry which brings with it many important benefits improving the social economic situation and enhancing income for people Thirdly it can promote peace enhancing common understanding and building a unified and sustainable country In the last years Thailand s tourism industry has made significant progress and contributed largely to the economic development and social progress of the nation In the context of international integration the Thailand government has focused on developing the tourism industry even further enhancing service quality and expanding operations scale As a result the number of tourists coming to Thailand has increased significantly between 2009 and 2015 This study investigates the perceived value satisfaction and revisit of Russian tourists who visit Thailand on the basis of selected tourism destinations in Bangkok Thailand

**Strategic Global Marketing** Erdener Kaynak, 2021-08-29 Learn to select appropriate strategic tools and measure the competitiveness of international firms This essential text addresses important strategic marketing issues and questions in a unique and insightful way Strategic Global Marketing Issues and Trends takes on the standardization vs adaptation issue and will familiarize you with important topics including customer value measurement in highly competitive industries factors influencing export attitudes qualities necessary for successful international business conduct distribution channels behavior and regional differences in the way these channels function and more Handy charts tables and figures make the information easy to access and understand In Strategic Global Marketing Issues and Trends authors from Israel the United States India Hong Kong and New Zealand examine the usefulness of comparative studies of dominant cultural values

in successful international strategy development as well as other specific facets of international marketing strategy such as technometrics a benchmarked approach to compare competing brands on a set of attributes the attitudes of Taiwanese executives regarding exporting and international conduct the cultural values that must be taken into account to produce effective print advertisements in the United States and India the marketing roles and functions undertaken by Chinese wholesalers and the functions they are still reluctant to perform a meta analysis tested model of the relationship between export performance and the degree of standardization of international marketing strategy used by the exporter the effectiveness of policies put in place by leaders of United States cities in their efforts to promote exports

**Contemporary Strategic Marketing** Ross Brennan, Paul Richard Baines, Paul Garneau, 2007-10-12 An extremely fluent and effective text designed to be a complete resource for single semester modules this new edition has a unique combination of text case studies The emphasis is on practicality and the text encourages the student to engage with the debate itself and not just the theory Also available is a companion website with extra features to accompany the text please take a look by clicking below <http://www.palgrave.com/business/brennan>

**International Marketing** John Shaw, Sak Onkvisit, 2008-01-28 Marketing is a universal activity that is widely applicable regardless of the political social or economic systems of a particular country However this doesn't mean that consumers in different parts of the world should be satisfied in the same way The 4th edition of International Marketing has been written to enable managers and scholars to meet the international challenges they face everyday It provides the solid foundation required to understand the complexities of marketing on a global scale The book has been fully updated with topical case studies examples of contemporary marketing campaigns the most relevant discussion topics as well as the most up to date theories references and research findings It is this combination of theory and practice that makes this textbook truly unique presenting a fully rounded view of the topic rather than an anecdotal or descriptive one alone The book includes chapters on Trade distortions and marketing barriers Political and legal environments Culture Consumer behaviour Marketing research Promotion and pricing strategies Currencies and foreign exchange Accessibly written and designed this book is the most international book on marketing available that can be used by undergraduates and postgraduates the world over A companion website provides additional material for lecturers and students alike

**EBOOK: Principles and Practice of Marketing** JOBBER, DAVID/E, 2016-03-16 EBOOK Principles and Practice of Marketing

**International Marketing** Hans Mühlbacher, Lee Dahringer, Helmuth Leih, 1999 In the age of globalism international marketers need to adopt a global perspective if they are to compete successfully International Marketing A Global Perspective starts from the premise that any firm regardless of size can compete globally The challenge for today's manager is to identify and seize the opportunities most appropriate to their company International Marketing A Global Perspective examines the main issues facing companies that want to compete successfully in the global marketplace It combines extensive coverage of the relevant theories with a practical approach to the issues Written in a clear and accessible

style it is divided into several sections covering assessing a potential market economically culturally and politically identifying cultural similarities and differences deciding which products to market internationally and how to price and promote them motivating marketing managers to compete globally building and implementing successful marketing strategies from making strategic decisions and choosing market positions and entry methods to developing a marketing plan Using real world case studies and vignettes centred on contemporary problems and issues International Marketing A Global Perspective will be ideal for undergraduates MBA students and students following executive courses in international marketing or strategy

*Strategic Marketing Decisions in Global Markets* Isobel Doole, Robin Lowe, 2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

**Global Marketing Management** Warren J. Keegan, 1989 This leading book in international marketing features comprehensive cases that cover consumer industrial low tech and high tech product and services marketing Specific chapter topics examine the global economic environment the social and cultural environment the political legal and regulatory environments global customers global marketing information systems and research global targeting segmenting and positioning entry and expansion strategies marketing and sourcing cooperation and global strategic partnerships competitive analysis and strategy product decisions pricing decisions channels and physical distribution global advertising promotion personal selling public relations sales promotion direct marketing trade shows sponsorship global e marketing planning leading organizing and monitoring the global marketing effort and the future of global marketing For individuals interested in a career in marketing

**International Marketing Management** Jean-Pierre Jeannet, Hubert D. Hennessey, 1988

*International Marketing and Export Management* Gerald S. Albaum, Edwin Duerr, Jesper Strandskov, 2005 Albaum Duerr and Strandskov offer a unique focus on export management The comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non academic sources The balance between theory and practice is just right I highly recommend this text Geraldine Cohen Lecturer School of Business and Marketing Brunel University Looking to learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation With changing opportunities and challenges in the global environment International Marketing and Export Management 5th edition provides the most comprehensive and up to date coverage on the topic In my opinion Albaum Duerr and Strandskov have written an excellent text book on the subject of International Marketing and students will find it both readable and extremely informative David

Demick Senior Lecturer School of Marketing Entrepreneurship and Strategy University of Ulster Geared to both undergraduate and postgraduate courses on International Marketing or Export Marketing International Trade this book can also be used as a supplementary text on International Business courses and as a useful source of reference to even the most experienced of practitioners New to this edition In response to recent global developments the authors have increased emphasis on the following the impact of the Internet World Wide Web and e commerce the increasing use of specialized software to assist in managing marketing functions increasing efficiency in logistics and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from China s rapid export led growth and from its entry into the World Trade Organization the growing concerns with respect to social responsibility and the costs of failure to meet societal expectations Visit [www booksites net albaum](http://www.booksites.net/albaum) to access valuable teaching tools including an Instructor s Manual and Power Point Slides Gerald Albaum is Research Professor at the Robert O Anderson Schools of Management University of New Mexico and Professor Emeritus of Marketing at the University of Oregon USA He is also Senior Research Fellow at the IC2 Institute University of Texas Austin USA He has been a visiting professor and scholar at universities in Canada Denmark New Zealand Australia Turkey France Finland and Hong Kong Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University USA He has been a visiting professor at universities in Japan Brazil Germany Denmark Sweden and the Netherlands and has extensive consulting business around the globe Duerr is also Senior Editor of The Journal of International Business and Economy Jesper Strandkov is a Professor of International Business at Aarhus School of Business Denmark He has been visiting professor at universities in the USA and Australia He also acts as an international business consultant to several business companies and public institutions

*International Marketing* Ogenyi Omar,2008-11-18 International Marketing provides a comprehensive and relevant introduction to international marketing strategies The author Ogenyi Omar analyses the key issues and problems facing marketing managers in organisations around the globe whilst demonstrating practical remedies through an extensive range of real world case studies *Marketing* Harold Chee,Rod Harris,1993 Provides an introduction to marketing and international marketing taking an applied approach wherever possible The text relates theory to practice looks in detail at issues in marketing services exporting and points out the full implications of adopting a market led strategy for organizations

*Strategic International Marketing* T C Melewar,Suraksha Gupta,2017-09-16 Strategic International Marketing collates the most recent ideas trends and original research in the theory and practice of global marketing strategy and tactics Straightforward language and illustrative case studies feature throughout this text from the leading thinkers in the international marketing field

The Top Books of the Year International Marketing Strategy Case Study The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels enthralling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the fascinating narratives that have captivated audiences this year. International Marketing Strategy Case Study : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. International Marketing Strategy Case Study : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. International Marketing Strategy Case Study : Delia Owens' "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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