**International Marketing**

**International Marketing**

by Michael R. Czinkota, Ilkka A. Ronkainen, Annie Cui

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Czinkota/Ronkainen/Cui's best-selling, upper-level INTERNATIONAL MARKETING, 11E highlights today's best practices and emerging issues as readers examine the entire range of international marketing topics, from start-up operations and new market entry considerations to international issues confronting global marketers.

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* CONTENTS
* RESOURCES
* PRICING OPTIONS

Table of Contents

* **COVER PAGE**
* **TITLE PAGE**
* **COPYRIGHT PAGE**
* **DEDICATION**
* **PREFACE**
* **ORGANIZATION**
* **KEY FEATURES**
* **INNOVATIVE LEARNING TOOLS**
* **GEOGRAPHY**
* **CASES**
* **ACKNOWLEDGMENTS**
* **ABOUT THE AUTHORS**
* **PART ONE. THE INTERNATIONAL MARKETING ENVIRONMENT**
	+ Chapter 1. Global Environmental Drivers
		- International Marketing Defined
		- The Importance of World Trade
			* Domestic Policy Repercussions
		- Opportunities and Challenges in International Marketing
		- The Goals of This Book
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
		- Appendix A. A Brief Review of Marketing
		- Appendix B. Geographical Perspectives on International Marketing
	+ Chapter 2. International Trade Frameworks and Policy
		- The Historical Dimension
			* Global Division
		- Transnational Institutions Affecting World Trade
			* World Trade Organization
			* International Monetary Fund
			* World Bank
			* Regional Institutions
		- Trade Positions Compared
			* A Diagnosis of the U.S. Trade Position
		- The Impact of Trade and Investment
			* The Effect of Trade
			* The Effect of International Investment
		- Policy Responses to Trade Problems
			* Restrictions of Imports
			* Export Promotion Efforts
		- A Strategic Outlook for Trade and Investment Policies
			* A U.S. Perspective
			* An International Perspective
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 3. The Role of Culture
		- Culture Defined
		- The Elements of Culture
			* Language
			* Nonverbal Language
			* Religion
			* Values and Attitudes
			* Manners and Customs
			* Material Elements
			* Aesthetics
			* Education
			* Social Institutions
			* Sources of Cultural Knowledge
		- Cultural Analysis
		- The Training Challenge
		- Making Culture Work for Marketing Success
			* Embrace Local Culture
			* Build Relationships
			* Help Employees Understand You
			* Adapt Products and Processes to Local Markets
			* Coordinate by Region
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 4. The Economic Environment
		- Market Characteristics
			* Population
			* Infrastructure
			* Impact of the Economic Environment on Social Development
		- Regional Economic Integration
			* European Integration
			* The North American Free Trade Agreement and USMCA
			* Integration in Latin America
			* Integration in Asia
			* Integration in Africa and the Middle East
		- Emerging Markets
			* Adjust Entry Strategy
			* Manage Affordability
			* Invest in Distribution
			* Build Strong Brands
		- Developing Markets
			* Research
			* Create Buying Power
			* Tailor Local Solutions
			* Improve Access
			* Shape Aspirations
		- Challenges to Economic Integration
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 5. The Political and Legal Environment
		- Home-Country Political and Legal Environment
			* Embargoes and Sanctions
			* Export Controls
			* A New Environment for Export Controls
			* Import Controls
			* Regulation of International Business Behavior
		- Host-Country Political and Legal Environment
			* Political Action and Risk
			* Legal Differences and Restraints
			* Influencing Politics and Laws
		- International Relationships
			* International Politics
			* International Law
		- Ethical Issues
			* Corporate Governance and Responsibility
			* Intellectual Property
			* Bribery and Corruption
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
* **PART TWO. FINDING GLOBAL CUSTOMERS**
	+ Chapter 6. Consumer, Industrial, and Government Markets
		- Drivers of the Global Consumer
		- The Global Consumer
		- Influences on the Global Consumer
			* Economic Status
			* Technology Level
			* Personal Motives
			* Culture
			* Social Factors
			* Situational Factors
		- Country-of-Origin Effects
		- The Industrial Buyer
		- Influences on the Global Industrial Buyer
			* Culture
			* Stage of Economic Development
			* National Situational Factors
		- The Government Buyer
		- Marketing to Global Consumers
			* Targeting Global Customers
			* Country-of-Origin Challenges
			* Global Customer Relationship Management
			* Selling to Governments
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 7. Strategic Planning
		- Global Marketing
		- Globalization Drivers
			* Market Factors
			* Cost Factors
			* Environmental Factors
			* Competitive Factors
			* The Outcome
		- The Strategic Planning Process
		- Understanding and Adjusting the Core Strategy
		- Market and Competitive Analysis
			* Internal Analysis
		- Formulating Global Marketing Strategy
			* Choice of Competitive Strategy
			* Country-Market Choice
			* Segmentation
		- Developing the Global Marketing Program
			* Product Offering
			* Marketing Approach
			* Location of Value-Adding Activities
			* Competitive Moves
		- Implementing Global Marketing
			* Challenges of Global Marketing
			* Localizing Global Marketing
		- The Local Company in the Global Environment
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 8. Analyzing People and Markets
		- Defining the Issue
		- International and Domestic Research
			* New Parameters
			* New Environments
			* Number of Factors Involved
			* Broader Definition of Competition
		- Recognizing the Need for Research
		- The Benefits of Research
		- Determining Research Objectives
			* Going International: Exporting
			* Going International: Importing
		- Determining Secondary Information Requirements
			* Sources of Data
			* Evaluating Data
			* Analyzing and Interpreting Secondary Data
		- The Primary Research Process
			* Determining Information Requirements
			* Industrial versus Consumer Research
			* Determining Research Administration
			* Determining the Research Technique
			* Designing the Survey Questionnaire
			* Developing the Sampling Plan
			* Data Collection
			* Analyzing and Interpreting Primary Data
			* Presenting Research Results
			* Follow-Up and Review
			* Research on the Web
		- The International Information System
			* Environmental Scanning
			* Delphi Studies
			* Scenario Building
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
		- Appendix A. Information Sources for Marketing Issues
		- Appendix B. The Structure of a Country Commercial Guide
	+ Chapter 9. Market Entry and Expansion
		- Stimuli to Internationalize
			* Proactive Stimuli
			* Reactive Stimuli
		- Change Agents
			* Internal Change Agents
			* External Change Agents
		- Going International
		- Export
			* Export Management Companies
			* Trading Companies
			* E-Commerce
		- Licensing and Franchising
			* Licensing
			* Franchising
			* Foreign Direct Investment
			* Major Foreign Investors
			* Reasons for Foreign Direct Investment
			* A Perspective on Foreign Direct Investors
			* Types of Ownership
			* Advantages of Joint Ventures
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 10. Marketing Organization, Implementation, and Control
		- Organizational Structure
			* Organizational Designs
			* Evolution of Organizational Structures
		- Implementation
			* Locus of Decision Making
			* Factors Affecting Structure and Decision Making
			* The Networked Global Organization
			* Promoting Global Internal Cooperation
			* The Role of Country Organizations
		- Control
			* Types of Controls
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
* **PART THREE. THE GLOBAL MARKETING MIX**
	+ Chapter 11. Product Management and Global Brands
		- Product Variables
			* Standardization versus Adaptation
			* Factors Affecting Adaptation
		- The Market Environment
			* Government Regulations
			* Nontariff Barriers
			* Customer Characteristics, Expectations, and Preferences
			* Economic Development
			* Competitive Offerings
			* Climate and Geography
		- Product Characteristics
			* Product Constituents and Content
			* Branding
			* Packaging
			* Appearance
			* Method of Operation or Usage
			* Quality
			* Service
			* Country-of-Origin Effects
		- Company Considerations
		- Global Product Development
			* The Product Development Process
			* The Location of R&D Activities
			* The Organization of Global Product Development
			* The Testing of New Product Concepts
			* The Global Product Launch
		- Managing the Brand Portfolio
			* Brand Strategy Decisions
			* Private Brand Policies
		- Product Counterfeiting
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 12. Global Marketing of Services
		- Differences between Services and Goods
			* Linkage between Services and Goods
			* Stand-Alone Services
		- The Role of Services in the U.S. Economy
		- The Role of Services in the World Economy
		- Global Transformations of Services
		- International Trade Problems in Services
			* Data Collection Problems
			* Regulations and Service Trade Negotiations
		- Corporate Involvement in International Services Marketing
			* Services and E-Commerce
			* Services and Academia
			* Typical International Services
			* Starting to Market Services Internationally
			* Strategic Implications of International Services Marketing
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 13. Advertising, Promotion, and Sales
		- The Marketing Communications Process
		- Planning Promotional Campaigns
			* The Target Audience
			* Campaign Objectives
			* The Budget
			* Media Strategy
			* The Promotional Message
			* The Campaign Approach
			* Measurement of Advertising Effectiveness
		- Other Promotional Elements
			* Personal Selling
			* Direct Marketing
			* Sales Promotion
			* Trade Shows and Missions
			* Public Relations
			* Internal Public Relations
			* Sponsorship Marketing
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 14. Pricing Strategies and Tactics
		- Price Dynamics
		- The Setting of Export Prices
			* Export Pricing Strategy
			* Export-Related Costs
		- Terms of Sale
		- Terms of Payment
		- Getting Paid for Exports
		- Managing Foreign Exchange Risk
		- Sources of Export Financing
			* Commercial Banks
			* Forfaiting and Factoring
			* Official Trade Finance
		- Leasing
		- Pricing Within Individual Markets
			* Corporate Objectives
			* Costs
			* Demand and Market Factors
			* Market Structure and Competition
			* Environmental Constraints
		- Pricing Coordination
		- Transfer Pricing
			* Use of Transfer Prices to Achieve Corporate Objectives
			* Transfer Pricing Challenges
		- Countertrade
			* Why Countertrade?
			* Types of Countertrade
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 15. Global Distribution and Logistics
		- Channel Structure
		- Channel Design
			* Customers
			* Culture
			* Competition
			* Company Objectives
			* Character
			* Capital
			* Cost
			* Coverage
			* Control
			* Continuity
			* Communication
		- Channel Management
			* Selection of Intermediaries
			* The Distributor Agreement
			* Gray Markets
			* Termination of the Channel Relationship
		- E-Commerce
		- International Logistics
			* Supply Chain Management
			* The Impact of International Logistics
			* The New Dimensions of International Logistics
		- International Transportation Issues
			* Transportation Infrastructure
			* Availability of Modes
			* Choice of Transport Modes
		- The International Shipment
			* Documentation
			* Assistance with International Shipments
		- International Inventory Issues
			* Order Cycle Time
			* Customer Service Levels
			* Inventory as a Strategic Tool
		- International Storage Issues
			* Storage Facilities
			* Outsourcing
			* Foreign Trade Zones
		- International Packaging Issues
		- Management of International Logistics
			* Centralized Logistics Management
			* Decentralized Logistics Management
			* Contract Logistics
		- Logistics and Security
		- Recycling and Reverse Logistics
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
		- Appendix A. Elements of a Distributor Agreement
* **PART FOUR. LEADERSHIP IN GLOBAL MARKETING**
	+ Chapter 16. Social Networks and Engagement
		- Social Networks: Key to Online Relationships
		- The Rise of Social Media
			* Forms of Social Media
			* Why Do Social Media Work?
			* Creating Content via Social Media
		- Marketing Dimensions of Social Media
			* Generate Exposure for the Firm and Its Products
			* Build Brand Equity
			* Drive Traffic to Corporate Websites
			* Link with Other Sites across the Internet
			* Leverage Social Networks
			* Generate Buzz and Spread Specific Messages Virally
			* Generate Product Sales
			* Conduct Market Research
			* Develop Ideas for New Products and Marketing Approaches
			* Garner Publicity from News Media
			* Improve Search Engine Rankings
			* Achieve Cost Effectiveness
		- Challenges of Social Media
			* Send the Wrong Message
			* Resource Intensive
			* Results Are Difficult to Measure
			* Lack of Access
		- Social Media and International Communications
			* Advertising
			* Sales
			* Public Relations
			* Promotional Activities
			* Integrating Social Media with Traditional Marketing Communications
		- Social Media Around the World
		- Social Media Success Strategies in International Marketing
			* Understand the Difference between Traditional Approaches and Social Media
			* Communicate Your Expertise
			* Customize the Message to the Audience
			* Target a Specific Market
			* Understand Your Markets
			* Monitor Your Firm’s Online Reputation
			* Manage Information about Your Company and Brands
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
	+ Chapter 17. Leadership, Corporate Social Responsibility, and Sustainability
		- Leadership
			* Recognizing Marketing Challenges and Dilemmas
			* The Increased Role of Government
			* Trust
			* The Leadership Challenge
			* Aligning Strategy, Products, and Societal Interests
		- Corporate Social Responsibility
			* What Is the Responsibility of Business?
			* Defining Corporate Social Responsibility
			* Strategic Focus
			* CSR Reporting
		- Sustainability
			* A Sustainable Future?
			* Sustainable Practices
			* Sustainable Consumers
			* Greenwashing
			* Growing Importance to Marketing
		- Curative Marketing
			* Truthfulness
			* Simplicity
			* Expanded Participation
			* Personal Responsibility
		- Summary
		- Key Terms
		- Questions for Discussion
		- Explore the Globe
		- Recommended Readings
* **PART ONE. CASES**
	+ Exporting Handcrafted Goods from Indonesia
		- Questions for Discussion
	+ Super Foods: Camu Camu in Peru
		- The Potential of Native Products: CAMU CAMU
		- Understanding Market Barriers
			* U.S. Market
			* The European Union Market
		- Navitas Naturals’ Bet on Functional Food
		- Identifying a Strategy
		- Questions for Discussion
* **PART TWO. CASES**
	+ Chopsticks from America: A Historic Assessment
		- Company Background
		- Learning About the Chopstick Market
		- The Founding of Lakewood Forest Products
			* The Production and Sale of Chopsticks
		- Questions for Discussion
		- References
	+ La Casa de Las Botas
		- Beginnings and Business Philosophy
		- The Internationalization of a Small Company
		- On Explaining Success from Argentina
		- Two High-End Customer Segments
		- Product High-Value Boots
		- Direct and Indirect Distribution Channels
		- Little Advertising, Lots of Word of Mouth Promotion
		- A Month’s Pay for a Pair of Boots?
		- Questions for Discussion
* **PART THREE. CASES**
	+ Equal Exchange: Doing Well by Doing Good
		- Questions for Discussion
	+ The Bell Boeing V-22
		- Offsets
		- Bell Boeing V-22
		- Impacts on the U.S. Industrial Base
		- Questions for Discussion
* **PART FOUR. CASES**
	+ African Producers in the Cut Flower and Foliage Trade
		- Cut Flowers
		- Foliage
		- Market for Africa’s Cut Flowers and Foliage
		- Usage of Flowers and Bouquets in Africa
		- The Cut Flower Chain
			* The Structure of the Production
			* Ghana
			* Ethiopia
			* Kenya
		- Success Factors
		- The Cut Flower Trade in Europe
		- The Role of the Netherlands and the Auction Market in the Flower Chain
		- To What Extent Can African Producers Sustain their Presence in This Chain?
		- Questions for Discussion
	+ Thai Food in Europe
		- The Company
		- Functional Drinks in Thailand
			* Sappé Product Line
		- Functional Drinks in Europe
			* Sappé in Eastern Europe
		- Moving Forward
		- Challenges in the EU Market
		- Questions for Discussion