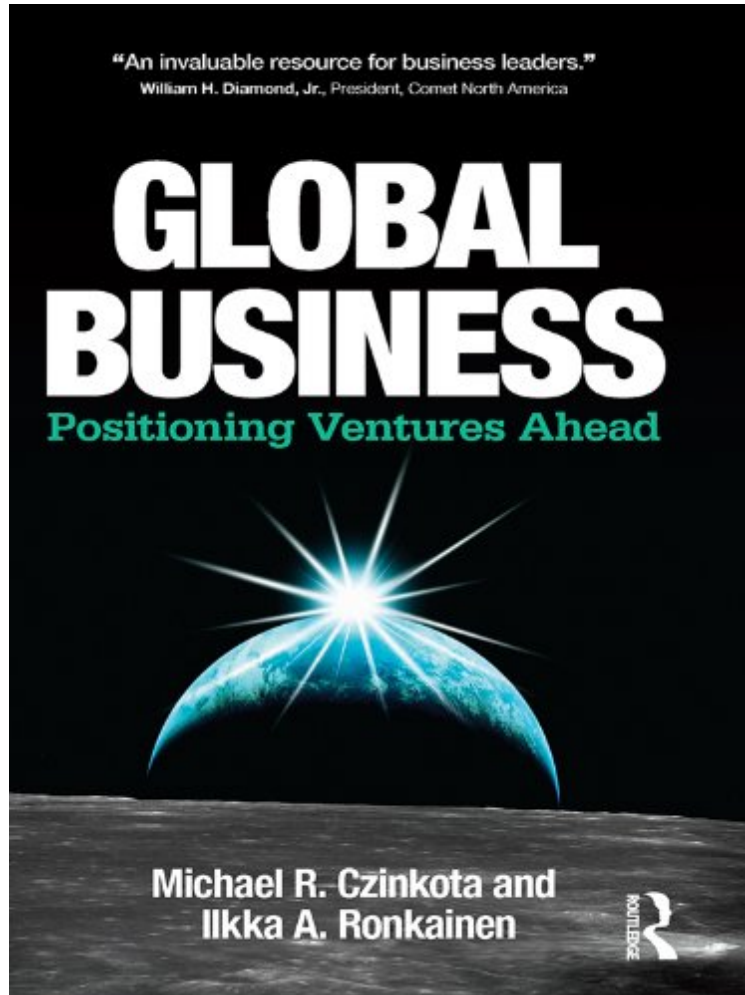


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Global Business: Positioning Ventures Ahead

Michael R. Czinkota, Ilkka A. Ronkainen
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Global Business: Positioning Ventures Ahead alerts every business to the new windows of opportunity open to those willing to explore global markets. Authors Czinkota and Ronkainen bring readers quickly up to speed on the essentials of international marketing, explaining all the strategic alternatives for going globalmdash;from exporting and licensing to distributorships and joint ventures. They illustrate how to present, promote, and price products and services to appeal to multiple world markets and how to strike back when world competitors move into onersquo;s territory.Each

chapter concludes with "Food for Thought" questions that challenge the reader to think more deeply about entry into the global market, as well as further readings and online resources that provide useful references for continuing investigation. *Global Business: Positioning Ventures Ahead* equips readers with the skills to ride out the risks and reap the rewards of world-class engagement.

"This very interesting, up-to date book provides a precise focus on all elements, internally and externally, concerning the Number One asset in business: the local, national, and international CUSTOMER. It clearly covers all topics, from research analysis to closing the sale, follow-up, and continuity. The book is new, inspiring, stimulating and gives clear guidelines for leadership and problem solving. In my days with The Coca-Cola Company and later with KLM Royal Dutch Airlines I would have distributed this work to many of my associates." --Toon H. Woltman, Past President, Amsterdam Chamber of Commerce and Industry, Member, International Council American Management Association

"With their new book, Czinkota and Ronkainen help small business owners overcome their fears of exporting. Czinkota's experience in international trade policy in various political positions, his running of a trading company and serving in various firms as an executive, and researching at Georgetown University as a professor make this book unique, bringing together perspectives that make it much easier for the reader to succeed in the international marketplace." --Representative Donald Manzullo (R-IL) "From two of the world's foremost international marketing experts, a 'How-To' guide aimed at helping business people establish valuable marketing strategies. Czinkota and Ronkainen have consolidated their numerous years of worldwide marketing and teaching experience into an easy-to-read and easy-to-implement marketing tool for companies of all sizes to prosper in the new global market." --Henry Autler, President, Acme Sales, Inc. "Ilkka and Michael's wisdom helped me on my career path 25 years ago when I was one of their students at Georgetown University. Their insight and vast knowledge is even more impactful in today's global society. This has already become a 'must-read' for anyone who works for me at IMAX." -- Greg Foster, Chairman and President, IMAX Filmed Entertainment "Globalization is not new, but the pitfalls and complexities are more challenging than ever. Developing and executing an effective globalization strategy can be daunting, or even disastrous for the uninformed and ill-prepared. In *Global Business*, Czinkota and Ronkainen have authored an invaluable resource to business leaders to help navigate these treacherous, but potentially lucrative waters." --William H. Diamond, Jr., President, Comet North America "Professors Czinkota and Ronkainen have again collaborated on a superb book demystifying the new New World of global business. Faced with immense challenges and constantly shifting opportunities, the business executive who really wants to aggressively navigate the international marketplace needs to read this book closely. And reread it often. The future survivability of your company may depend up it." --Lew Cramer, President/CEO, World Trade Center Utah and Director General (retired) of the U.S. Commercial Service "Straight-forward and written in clear, concise prose, *Global Business* is the best book on international trade available today. Exploring everything from brand management overseas to cultural issues and supply chain management, authors Michael Czinkota and Ilkka Ronkainen know their stuff and have provided readers with a roadmap to navigate the sometimes treacherous and often unpredictable waters of globalization." --Neil C. 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Battaille, President I.P.A.C. (International Public Affairs Centre) "Michael Czinkota and Ilkka Ronkainen have explained the most complex issues in global business in a practical way. They cover all avenues of global marketing clearly, from very simple to very sophisticated methods, with applicable ideas and advice. The book also covers the conceptual background of global business and globalization strategy. I strongly recommend this book to practitioners and researchers." --Professor Tevfik Dalgic, University of Texas at Dallas School of Management "Global players are being forced to change their views of previously free global markets and are radically rethinking their strategic response to the new forces of the social, business, and economic arena. In light of increasing opposition to open international competition and the emergence of unexpected economic risk structures, international marketing will experience transformations only comparable to the magnitude of current turbulences in banking and financial markets. Here, Czinkota and Ronkainen offer unique and valuable insights to navigate the dynamics of new forces in a shifting globalized stakeholder reality, so to preserve freedom and prosperity for our world." --Johannes Harl, One Global Pension "Czinkota and Ronkainen (both of Georgetown U.) provide a concise, practically-oriented guide to key issues of conducting global business today, with the primary focus on marketing. They address political and legal contexts, how to conduct market research, distribution systems, communications, negotiating cultural differences, product and

brand positioning, pricing, and trends in international business" -- copy; Feb 2011 Book News Inc. About the Author
Professor Michael R Czinkota is a faculty member at the McDonough School of Business, Georgetown University and
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