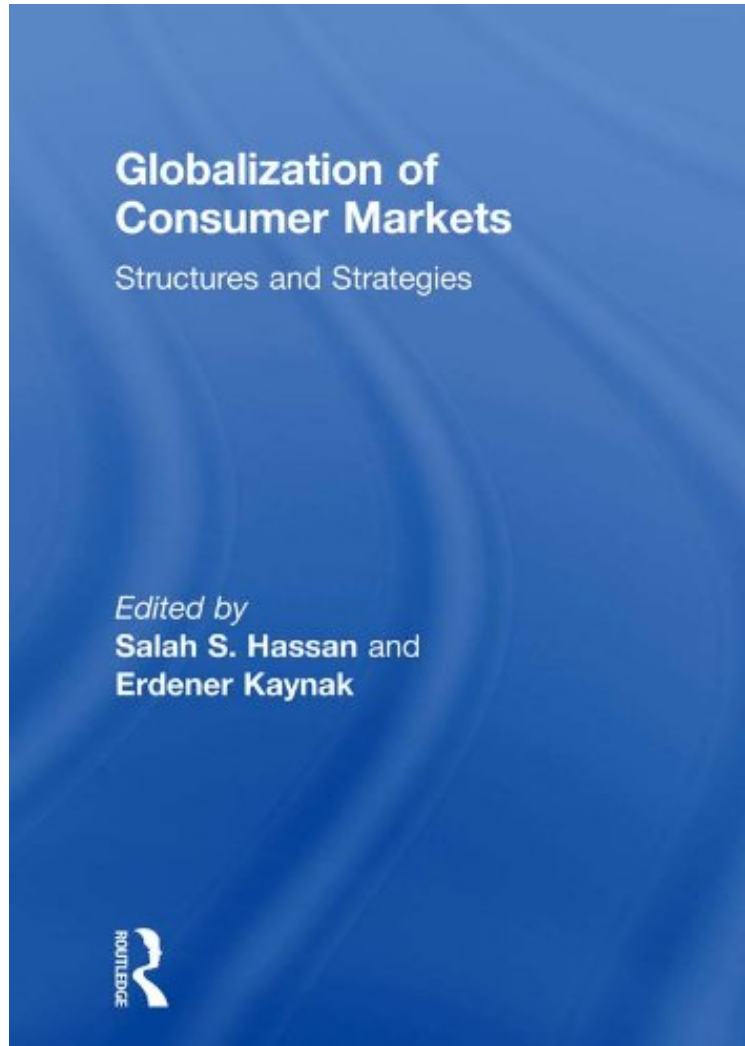


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Globalization of Consumer Markets: Structures and Strategies

Erdener Kaynak, Salah Hassan

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Erdener Kaynak, Salah Hassan : Globalization of Consumer Markets: Structures and Strategies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Globalization of Consumer Markets: Structures and Strategies:

The concepts, strategic frameworks, and cases in Globalization of Consumer Markets provide managers of global firms with new ideas for growth and keep them current with state-of-the-art global marketing strategies and management tools. With an increased understanding of the structure of today's consumer markets, readers will find they have the key to success and survival in the global marketplace. The contributing authors present managerially oriented chapters, each of which is based on research or practical experience. These are designed to advance the

readers' knowledge of the globalizing consumer market. Focused around structure--how consumer markets on a global scale are being shaped--and strategy--successful methods necessary to global competitive marketing and how these strategies work--are the two main themes around which the book is organized. To further enable marketing professionals' success in the global marketplace, *Globalization of Consumer Markets* details actual strategies, action programs for competitive management, and exemplary cases. There are new ideas from expert marketers on opportunities for growth in the global marketplace and, most importantly, state-of-the-art marketing strategies and management tools. For professional marketers, this book is a must for prosperity in marketing consumer products and services on a global level. This is an ideal book for professional education in marketing of consumer products and services on a global level. Professionals will find a progression of chapters taking them through degree of globalization; market behavior and development; standardization of marketing programs and processes; managerial implications; and extensive references for further study.

About the Author ERDENER KAYNAK is Professor of Marketing and Assistant Director for Research and Planning in the School of Business Administration at Pennsylvania State University at Harrisburg. Hassan is assistant professor of African and African Diaspora Art History and Visual Culture at Africana Studies and Research Center, Cornell University.