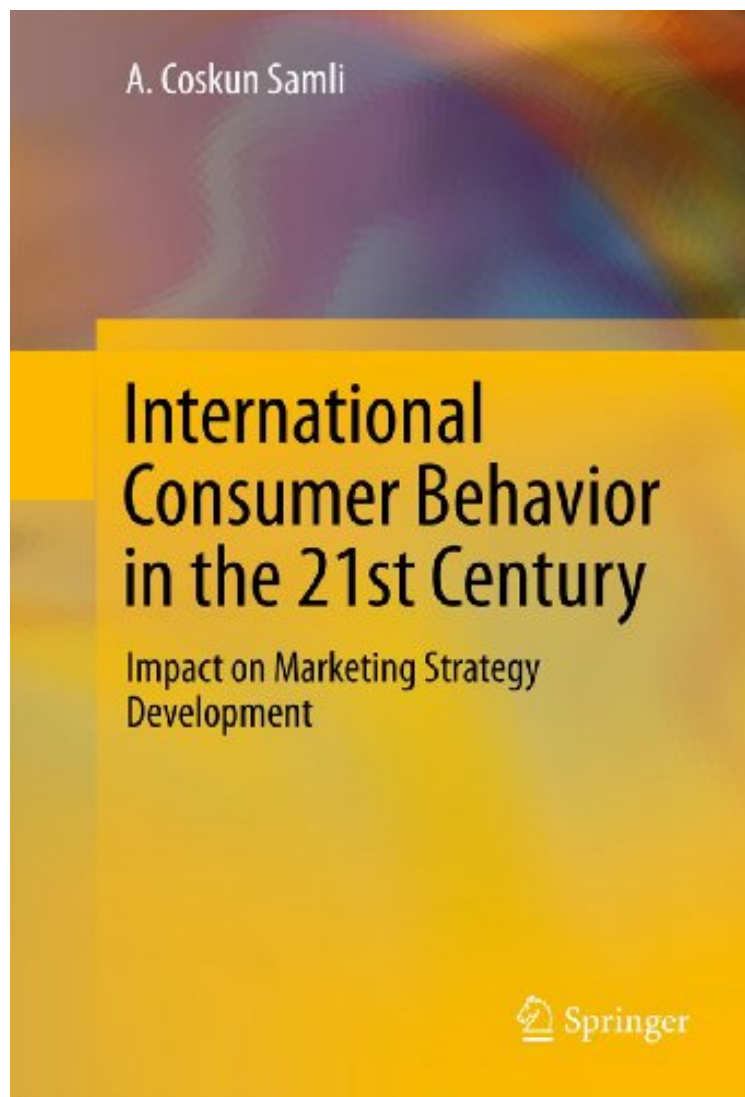


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# International Consumer Behavior in the 21st Century: Impact on Marketing Strategy Development

A. Coskun Samli

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Over the past two decades, the face of the world consumer has truly changed. Goods are more available, information

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From the Back CoverOver the past two decades, the face of the world consumer has truly changed. Goods are more available, information about these goods is more open and accessible, and the ability to buy these goods from any corner of the earth has become possible. As a result, international marketing is more important now than ever before. In this book, Josh Samli explores the challenges facing modern international marketers. He explains what it is to have successful communication with the target market: using social media to share consistent information about products and services, communicating directly with culture-driven consumers who already communicate online amongst themselves and with competitors, and mastering people-to-people communication with both privileged and non-privileged consumers. Any company dealing with international marketing must learn how to handle these new challenges in order to survive in the 21st century. About the AuthorA research professor of marketing and international business at University of North Florida, A. Coskun Samli earned his bachelor's degree from Istanbul Academy of Commercial Sciences, his MBA from the University of Detroit, and his Ph.D. from Michigan State University. He is a distinguished fellow in the Academy of Marketing Science and past chairman of the board of governors. He has written more than 250 articles and 13 books.