

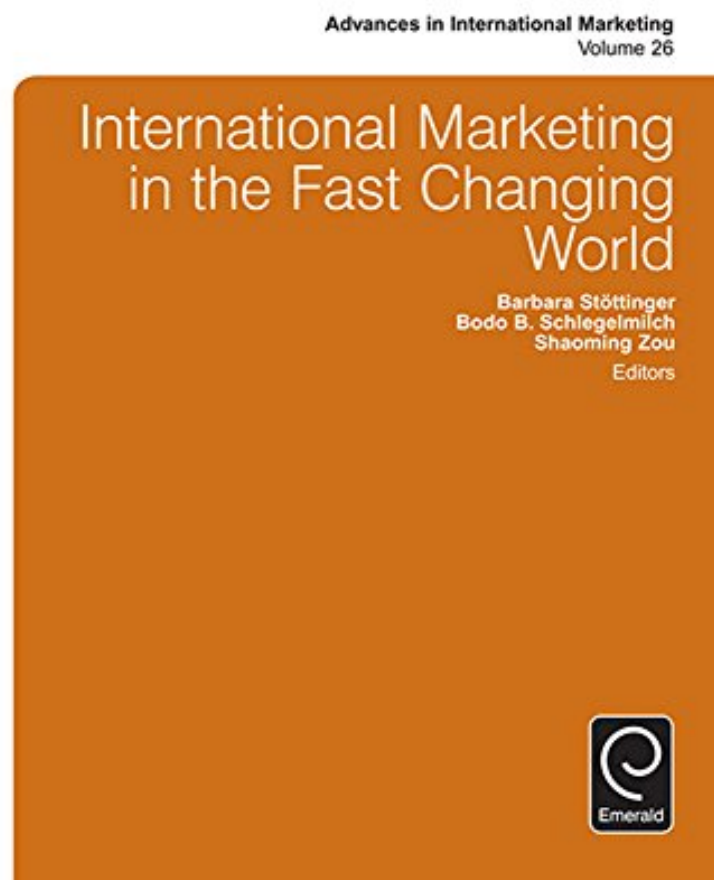
[Pdf free] International Marketing in the Fast Changing World: 26 (Advances in International Marketing)

International Marketing in the Fast Changing World: 26 (Advances in International Marketing)

Barbara Stööttinger

*ebooks | Download PDF | *ePub | DOC | audiobook*

 Emerald Books



 Download

 Read Online

2015-11-03 2015-11-03 File Name: B017J300J6 | File size: 58.Mb

Barbara Stööttinger : International Marketing in the Fast Changing World: 26 (Advances in International Marketing) before purchasing it in order to gage whether or not it would be worth my time, and all praised International Marketing in the Fast Changing World: 26 (Advances in International Marketing):

Volume 26 of Advances in International Marketing is devoted to a set of papers that attempt to develop new

knowledge or refine the existing knowledge to account for the emerging international marketing issues in a fast changing world. These include topics such as dynamic capabilities of international marketers, entrepreneurial orientation, rise of emerging markets MNCs, cultural and institutional distances, organizational learning and knowledge transfer in MNCs, and international marketing strategies in fast changing environments. Collectively, the papers in Volume 26 shed significant light on many emerging issues and form a solid foundation for future research.

Business, economics, and marketing scholars from North America, Europe, Asia, and Brazil contribute 12 essays drawn from the Consortium for International Marketing Research meeting in Vienna, Austria, in May 2015, on international marketing in a changing world. They explore the internationalization process of firms, including the Uppsala model in the context of new ventures, internationalization through e-commerce and luxury retailers in the fashion industry, internationalization strategies and industry structure, and the internationalization of small and medium-sized manufacturers in the Italian fashion industry. The second half looks at issues in international marketing strategy, organizational learning, risk, and performance, including the influence of export-pricing strategies on export performance, inter-firm collaboration and organizational performance, the effect of risk on international marketing performance, the impact of marketing capabilities on the performance of foreign subsidiaries, the relationship between strategic change and firm performance and the role of organizational learning and strategic flexibility, key drivers of supplier country image, US consumers' quality perception of Asian brands, and global brand attitudes and purchase intentions and the influence of perceived value and consumer affinity. --Distributed in North America by Turpin Distribution. Annotation copy;2015 Ringgold Inc. Portland, OR (protoview.com)