

Global Marketing

Gillespie
Hennessey



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Kate Gillespie, K. Scott Swan



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Global Marketing Kate Gillespie, Jean-Pierre Jeannet, Hubert D. Hennessey, 2007 Created specifically for undergraduate students this concise text covers the essential concepts of global marketing with the aid of extensive real life examples and cases It offers balanced coverage of developed and developing markets including insights into the often overlooked markets of Africa Latin America and the Middle East While written in a student friendly style the text is comprehensive in its coverage of topics The authors extensive research and consulting experience allows for current coverage of a wide array of topics An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market

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The Global and Local Appeal of Kneehigh Theatre Company Catherine Trenchfield, 2022-07-25 This book explores Kneehigh Theatre Company's notions of Brand Kneehigh discussing how their theatrical style enjoyed local and global appeal in relation to theories of globalisation localisation and cultural exchange It defines Kneehigh's theatrical brand indicating Cornish cultural identity as a core component in conjunction with international influences By looking at the history of this company the book's analysis of key productions reflects on qualities attributed to Brand Kneehigh and considers the local and global nature of their work The selection and review of productions examined here reveals the changes and reinventions Kneehigh have undergone to incorporate shifting interests and socioeconomic engagements This book explores Kneehigh's ambitions to establish themselves as a company delivering material that is popular in appeal meeting the needs of a Cornish local community and an international global audience However tensions working between local and global interests are also exposed with an investigation into Kneehigh's own cited solution their self created performance space the Asylum

Diasporas and Development Jennifer M. Brinkerhoff, 2008 The authors of this book focus on three core issues the responses of diasporas to homeland conflicts strategies for mobilizing effective homeland investment and the positive role of direct diaspora participation in development efforts

Building Businesses in Emerging and Developing Countries Elie Virgile Chrysostome, Rick Molz, 2014-04-16 This book focuses on the challenges and opportunities facing companies in emerging and developing countries China and India have become the primary business destination for many global companies that are looking for market opportunities and low costs of production whilst Morocco Dubai Brazil Malaysia and Russia are also being targeted This new edited volume helps develop a better understanding of the realities of doing business in emerging and developing countries in particular exploring the dynamics between corporations both indigenous and multinational and local pressures in developing transitional and emerging economies The book points out the benefits and pitfalls of doing business in emerging and developing countries as well as the adjustments that are necessary for success It also discusses entrepreneurship in emerging and developing countries exploring its new realities from women's entrepreneurship in Muslim countries to social entrepreneurship in developing countries The volume also points out the new challenges for SMEs of emerging and developing countries in a global competitive environment Finally it analyses corporate governance from a local partner perspective and an institutional perspective Building Businesses in Emerging and Developing Countries will be of interest to business managers students and researchers involved in international entrepreneurship and corporate governance

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Communication Research Andreas Schwarz,Matthew W. Seeger,Claudia Auer,2016-04-18 The Handbook of International
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Development in Saudi Arabia J.W. Wright Jr,2016-07-27 Few economies have witnessed such accelerated economic growth as
that arising from Saudi Arabia s discovery of oil These essays introduce the complexities of the cultural economic and legal
issues that determine business practices in Saudi Arabia Contributions recognize that while economic activity is dominated
by the oil industry it also boasts a diversified commercial environment The collection combining historical perspective
academic research and practical observation is accessible and timely reading for those wishing to undertake business in
Saudi Arabia **Advertising in MENA Goes Digital** Ilhem Allagui,2019-03-29 An inside story of local regional and global
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practices audiences digital media and communication technologies in increasingly complex MENA environments Advertising
in MENA Goes Digital draws on empirical research and theories to explore how the adoption of digital technology in the
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advertising driven by the new wave of democracy in the region and digital activism technological and digital transformations
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