



Handbook of Cross-Cultural Marketing

By Erdener Kaynak, Paul Herbig

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Going global can be risky business if you don't divest yourself of your ethnocentric thinking. You have to take into consideration your new market's language, work schedules, tastes, lifestyle choices, and cultural associations, and this is the book to help you do that! *Handbook of Cross-Cultural Marketing* shows you how to sensitize your marketing approaches to the cultural norms and taboos of other societies, as well as the importance of demonstrating an interest in and appreciation of different cultures. Designed to assist both American and foreign companies, *Handbook of Cross-Cultural Marketing* shows you how to increase your chance at success in international markets. It identifies and explains ten important aspects of culture that are essential to cross-cultural marketing to help you understand how underlying cultural beliefs govern the way marketing functions in different societies. It also gives you specific steps for developing cultural adaptation strategies in international marketing. To further your understanding of global marketing and fundamental marketing concepts, this comprehensive book discusses:

- real life examples of company successes and failures abroad
- attitudes toward middlemen in underdeveloped countries
- the advantages of foreign trade shows
- locating and using representatives, agents, and/or distributors in foreign countries
- the reception of different American products in different countries
- potential cultural pitfalls of primary data collecting techniques
- the role of time in various cultures
- setting standards for product performance

A useful text for students and practitioners alike, *Handbook of Cross-Cultural Marketing* gives you hands-on strategies and advice for delving into different markets, using techniques that are respectful of individual cultures, and avoiding unnecessary mistakes that can occur if you don't take the initiative to get to know the culture of your new marketplace. Your outlook and beliefs are not the global norm, so read this book to find out how you can be successful with customers who are different from you in terms of motivation, values, beliefs, and outlook.

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Editorial Review

Review

Paul Herbig, Professor of Management/Marketing at Texas A & M International University, has prepared a helpful volume to assist companies to better understand, relate to, and work with their clients and counterparts from various cultures worldwide. Segmented into "Premarketing," "Marketing," and "Postmarketing" areas, this handbook is chock full of fascinating, well-substantiated marketing success stories and blunders, which have been arranged carefully to demonstrate the benefits of tolerance and respect for cultural differences in conducting business on a global scale. The international windfalls and faux pas of corporate giants such as McDonald's, Disney, Coca-Cola, Polaroid, and IBM are recounted. The marketing implications of worldwide variations in per-capita income, demographics, social mores, religious traditions, language, telecommunications, distribution infrastructures, and level of media coverage are presented, with valuable references included in Notes and the Index. A critical caveat is offered to international marketers: "Do not assume that what you meant is what was understood; do not assume that what you understood is what was meant." [p.302] This reviewer has already employed the research and guidance in Professor Herbig's book to more appropriately respond to a million dollar proposal from an agency of the US Government. Such is testimony to the value and practicality of the Handbook of Cross-Cultural Marketing. --
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About the Author

PAUL HERBIG is a Visiting Professor in the Management and Marketing Department at the Graduate School of International Trade and Business Administration of Texas A&M International University in Laredo, Texas. Prior to entering academia, he worked in marketing management at AT&T, Honeywell, and Texas Instruments. His research interests include reputation and market signaling, industrial trade shows, futuristics, cross-cultural influences on innovation, and Japanese marketing practices. He is the author of *The Innovation Matrix* (Quorum, 1994).

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.

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