



Handbook of Cross-Cultural Marketing

By Erdener Kaynak, Paul Herbig

Download now

Read Online ➔

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig

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.

 [**Download** Handbook of Cross-Cultural Marketing ...pdf](#)

 [**Read Online** Handbook of Cross-Cultural Marketing ...pdf](#)

Handbook of Cross-Cultural Marketing

By Erdener Kaynak, Paul Herbig

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig

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.

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig Bibliography

- Sales Rank: #6478534 in Books
- Brand: Routledge
- Published on: 1997-11-13
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 8.84" h x 1.30" w x 6.28" l, 1.76 pounds
- Binding: Hardcover
- 392 pages

 [**Download** Handbook of Cross-Cultural Marketing ...pdf](#)

 [**Read Online** Handbook of Cross-Cultural Marketing ...pdf](#)

Download and Read Free Online Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig

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. --
From Independent Publisher

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.

Users Review

From reader reviews:

George Seal:

Why don't make it to be your habit? Right now, try to ready your time to do the important work, like looking for your favorite reserve and reading a reserve. Beside you can solve your trouble; you can add your knowledge by the e-book entitled Handbook of Cross-Cultural Marketing. Try to make book Handbook of Cross-Cultural Marketing as your buddy. It means that it can for being your friend when you feel alone and beside associated with course make you smarter than previously. Yeah, it is very fortunated for you personally. The book makes you much more confidence because you can know every thing by the book. So , let us make new experience and also knowledge with this book.

Edmund Morrisette:

Typically the book Handbook of Cross-Cultural Marketing has a lot info on it. So when you read this book you can get a lot of benefit. The book was published by the very famous author. Tom makes some research ahead of write this book. This specific book very easy to read you can get the point easily after scanning this book.

Edward Orr:

Do you have something that you like such as book? The e-book lovers usually prefer to choose book like comic, limited story and the biggest one is novel. Now, why not striving Handbook of Cross-Cultural Marketing that give your pleasure preference will be satisfied by simply reading this book. Reading behavior all over the world can be said as the opportunity for people to know world a great deal better then how they react in the direction of the world. It can't be claimed constantly that reading addiction only for the geeky man or woman but for all of you who wants to possibly be success person. So , for all you who want to start examining as your good habit, you are able to pick Handbook of Cross-Cultural Marketing become your personal starter.

Paul Mendosa:

The book untitled Handbook of Cross-Cultural Marketing contain a lot of information on this. The writer explains her idea with easy method. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read the item. The book was written by famous author. The author will take you in the new period of literary works. You can read this book because you can please read on your smart phone, or device, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can available their official web-site and order it. Have a nice read.

**Download and Read Online Handbook of Cross-Cultural Marketing
By Erdener Kaynak, Paul Herbig #1IVAKY5F4EG**

Read Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig for online ebook

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig books to read online.

Online Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig ebook PDF download

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig Doc

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig Mobipocket

Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig EPub

1IIVAKY5F4EG: Handbook of Cross-Cultural Marketing By Erdener Kaynak, Paul Herbig