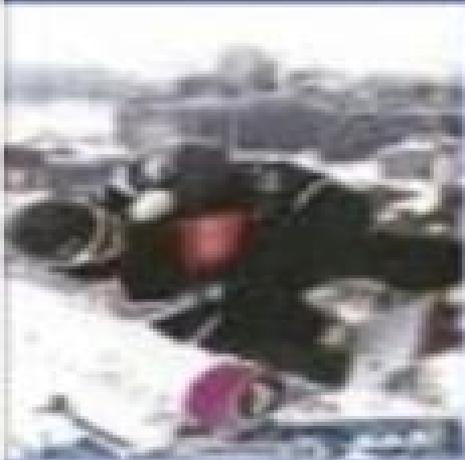


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Marketing in Culturally Distant Countries Giovanna Magnani, 2022-06-28 The aim of this book is to offer up to date insights into the challenges for international firms represented by managing their marketing mix in distant countries especially considering the role played by cultural distance Building on the famous McCarthy's 4Ps and on the concept of cultural distance the book outlines some key challenges and opportunities for firms that manage international marketing policies about product price place and promotion in culturally distant markets At the same time the book looks at extant conceptualizations and approaches considering the evolving environmental forces which are contributing to further challenges for firms that are confronted with changing economic and social scenarios Indeed markets and societies are increasingly affected by multiculturalism and new patterns in consumers behaviors have emerged due to the proliferation of digital technologies and more recently due to several market disruptions such as the COVID 19 pandemic How do firms manage culturally distant and increasingly evolving cultural environments is a relevant topic worthy of discussion from both a theoretical perspective and a practice based approach through the analysis of real world case studies Researchers of cross cultural marketing and practitioners intending to get acquainted with the latest research on the topic would particularly benefit from this book

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Table of Contents International Marketing 15th Edition

1. Understanding the eBook International Marketing 15th Edition
 - The Rise of Digital Reading International Marketing 15th Edition
 - Advantages of eBooks Over Traditional Books
2. Identifying International Marketing 15th Edition
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an International Marketing 15th Edition
 - User-Friendly Interface
4. Exploring eBook Recommendations from International Marketing 15th Edition
 - Personalized Recommendations
 - International Marketing 15th Edition User Reviews and Ratings
 - International Marketing 15th Edition and Bestseller Lists
5. Accessing International Marketing 15th Edition Free and Paid eBooks
 - International Marketing 15th Edition Public Domain eBooks
 - International Marketing 15th Edition eBook Subscription Services
 - International Marketing 15th Edition Budget-Friendly Options
6. Navigating International Marketing 15th Edition eBook Formats

-
- ePub, PDF, MOBI, and More
 - International Marketing 15th Edition Compatibility with Devices
 - International Marketing 15th Edition Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of International Marketing 15th Edition
 - Highlighting and Note-Taking International Marketing 15th Edition
 - Interactive Elements International Marketing 15th Edition
 8. Staying Engaged with International Marketing 15th Edition
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers International Marketing 15th Edition
 9. Balancing eBooks and Physical Books International Marketing 15th Edition
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection International Marketing 15th Edition
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine International Marketing 15th Edition
 - Setting Reading Goals International Marketing 15th Edition
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of International Marketing 15th Edition
 - Fact-Checking eBook Content of International Marketing 15th Edition
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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