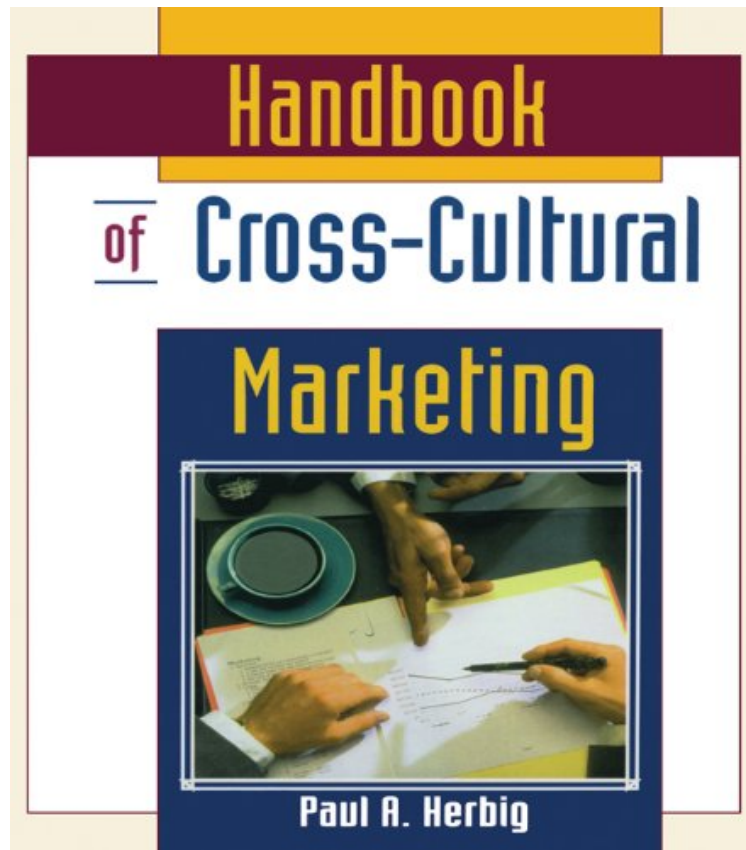


# Handbook of Cross-Cultural Marketing

*Erdener Kaynak, Paul Herbig*  
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**Erdener Kaynak, Paul Herbig : Handbook of Cross-Cultural Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Handbook of Cross-Cultural Marketing:

0 of 0 people found the following review helpful. In depth analysis of the world's cultures By J.Ilog Stephanie Manley's review (November 1, 2002) is very accurate. Paul covers the cultural impacts of markets with their pitfalls and potentials, cross cultural negotiations, marketing research, products and services, influences on advertising, aspects of trade fairs, sales promotional techniques, issues in sales and sales management, channels of distribution, pricing, aspects of services marketing, implications of the Aftermarket, dimensions of service quality green marketing. Many cultures are discussed, including the Middle East, the Orient, the former Soviet Union, Western and Eastern Europe, Africa, Mexico, and the USA. I wrote down many different insights that deserve to be integrated into this review, and in the last pages of the book, he gives a thoughtful summary worth quoting. "Recognize that a foreign customer is different--in perceptions, motivations, beliefs, and outlook. Identify, understand, accept, and respect the other's culture. Be prepared to communicate and operate on two separate and different wavelengths. Don't assume sameness... One must adjust the pace of business to that of the people with whom one is trying to do business. One must treat everybody with whom one deals with the greatest personal respect... Do not assume that what you meant is what was understood; do not assume that what you understood is what was meant... Do not cast judgment on the other party's

cultural mores any more than you would want them to judge your values...You plan to do business there--not to convert the natives to American customs and practices. Recognize that they probably feel the same way about your culture as you do theirs...All that is necessary is that you accept and respect their norms as part of their culture...Try to understand what they are and how your behavior may impact them even if it causes you discomfort or emotional stress. Most people do behave rationally; you just have to discover the rationale...One way to bridge cultural differences is to demonstrate interest in, knowledge of, respect for and appreciation of the other side's culture. Failure to do so can easily be interpreted as an act of cultural superiority and arrogance, a statement that the other side's culture is not significant or important."As the human race is becoming increasingly interlinked, reading this book would serve one well to understand the world's different ethnicities.

3 of 3 people found the following review helpful. A very in depth look at Cross Cultural Marketing By Stephanie Manley I have found this book to be very helpful in my research of Cross-Cultural Marketing. It is laid out in a logical order, and as it progresses it looks at every aspect in fine detail. The book is filled with both general knowledge and covers a variety of basic business aspects as well as giving many examples of good and bad marketing. I found many of the examples very amusing, and would leave a normal person wondering why would a large business employ such bad strategy as not to take local culture into account. This book gives ideas on different countries; western europe, eastern europe, Japan, India, and many different Asian countries. It is less developed for African marketing, while it does have some examples, it is also a less developed economy than the others. Regardless if you are a student or a business person I think this book would be a great resource when studying marketing abroad. It has so many examples of the blunders and the successes.

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.

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