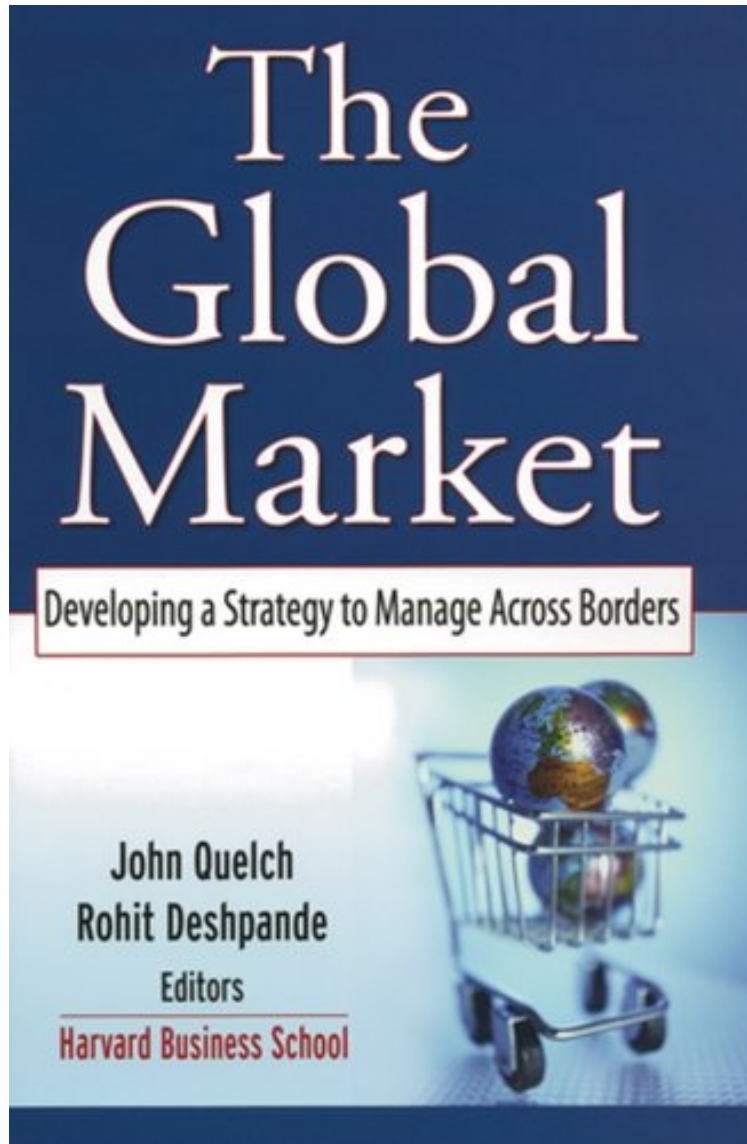


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The twin forces of ideological change and the technology revolution make globalization the single most important issue facing executives today. But many companies who have developed a presence in the global market now face the challenges inherent in creating a multinational presence with the demands of the "unglobal consumer" who does not have a "one size fits all" need. Here, HBS Professors John Quelch and Deshpande bring together 13 Harvard Business School professors to discuss these and other problems and benefits encountered by executives in global markets. Topics to be discussed include: operating costs of global advertising and marketing services, global product standards; managing global supply chains; global account management; global brands; global knowledge sharing and performance drivers; managing global customers; and social marketing for global economic development.

From the Back Cover Contributors include Rawi Abdelal, David J. Arnold, David Bell, Ernst R. Berndt, Pankaj Ghemawat, Stephen A. Greyser, Morten T. Hansen, Douglas B. Holt, Rajiv Lal, Daniel Litvin, Yu Liu, Arthur McCaffrey, Nitin Nohria, John A. Quelch, Ananth Raman, V. Kasturi Rangan, Walter Salmon, Nick Scheele, Hans-Willi Schroiff, Alvin J. Silk, Martin Sorrell, Hirotaka Takeuchi, Earl L. Taylor, Richard S. Tedlow, Luc Wathieu, Noel Watson, and Gerald Zaltman Praise for *The Global Market* "The papers in this book capture some of the latest creative thinking on how to tackle the design and implementation of global marketing strategies." --Raoul Pinnell, vice president, global brands and communications, Shell International "A thoughtful examination of some of the critical issues faced by both practitioners and academics concerned with global marketing. The papers take a fresh look at questions such as the impact of regionalization, pressures to integrate and/or fragment strategy, managing global firms, and marketing in poor countries." --Stephen J. Kobrin, William Wurster Professor of Multinational Management the Wharton School, University of Pennsylvania "The challenges affecting global marketers today are more complex and more important than ever. This book provides intelligent guidance on all the major issues." --L. J. Kim, vice president, international marketing and sales development, Yahoo! Inc. "Two key challenges facing marketers are how to balance globalization and localization, and how to balance corporate branding versus product branding around the world. This book provides intelligent guidance on both." --Anil Menon, vice president, corporate brand strategy and worldwide market intelligence, IBM About the Author John A. Quelch is senior associate dean and Lincoln Filene Professor of Business Administration at Harvard Business School. Between 1998 and 2001 he was dean of London Business School. Quelch is the author or coauthor of sixteen books. Rohit Deshpande is Sebastian S. Kresge Professor of Marketing at Harvard Business School. His primary research interest concerns the impact of corporate culture on global marketing strategy.