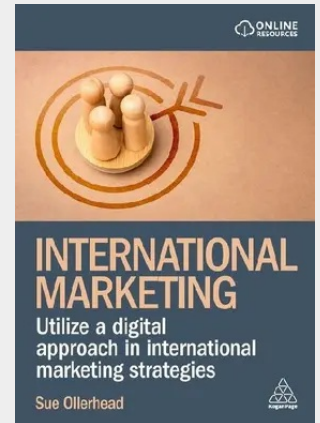


International Marketing

Utilize a Digital Approach in International Marketing Strategies

Develop culturally intelligent marketing strategies for a digitally connected global marketplace. International Marketing is designed for postgraduate marketing students studying International Marketing and International Marketing Strategy. This textbook equips students with the theoretical frameworks and applied tools required to design, implement and evaluate marketing strategies across borders in an increasingly digital and regulated environment. Sue Ollerhead explores how brands can enter, compete and grow internationally while remaining culturally sensitive, legally compliant and strategically coherent. This book integrates core international marketing theory with practical application, covering market entry strategies, dynamic pricing, cross-border brand positioning and digital platform management. Students examine how organizations adapt products and services to meet local market needs while maintaining universal quality standards, sustainability commitments and ethical responsibility. Legal and regulatory considerations are embedded throughout, alongside discussion of environmental impact, societal expectations and global governance frameworks. Real-world examples from Coca-Cola, Depop and MPesa illustrate how international marketing decisions influence long-term brand performance and customer relationships across diverse markets. This textbook includes: - Guidance on digital international marketing, including market entry, pricing and cross-border brand strategy - Chapter overviews, key learning outcomes, key concept boxes and exercise questions - Online resources including lecture slides and a lecturer's manual with exercise answers - Strategic insights and analysis on operating effectively within international environments



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