

<<GLOBAL MARKETING MAN>>

图书基本信息

书名：<<GLOBAL MARKETING MANAGEMENT 全球营销管理(第五版)>>

13位ISBN编号：9787302024958

10位ISBN编号：7302024952

出版时间：1997-03

出版时间：清华大学出版社

作者：(美)根基

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<GLOBAL MARKETING MAN>>

内容概要

内容提要

本书作者所著的《多国营销管理》（1974）一书曾开创国际市场营销之先河。

本书则沿袭了《多国营销管理》的优点，即将最新的实践经验与研究成果和对该领域未来发展的预期引入书中，同时，把MBA课程的案例训练与行文内容相结合，从而使该书在世界范围内具有一定的影响。

全书共分五部分十九章。

分别讲述概念及基本理论、营销环境、市场分析、营销战略和营销组合，把战略性思想贯穿始终。

并细致地

分析了跨国公司的动态发展阶段，对每一阶段的各个方面都有相应的针对性论述。

书中关于竞争优势和策略同盟的部分也很有特色，而最后一部分将营销组合综合考虑的方法无疑能引导读者学会纵观全局。

由于兼顾到理论与实际，本书既适合学生学习也可用作实际工作者的参考。

但书中并没有对操作细节的赘述，着重训练思维而不是面向实务，因为能紧密围绕中心，结果与重点比较合理，避免了许多同类书籍头绪太多而成为一盘散沙、组织不起来的缺点。

虽然有所侧重

，但并不妨碍全貌的完整。

第五版比较以前各版更为全面和细致。

为

了保持完整性，除新加章节外作者更对旧有章节进行了全面改写，加上文字流畅，思路引人入胜，有一气呵成之感。

从某种意义上说，本

书代表了管理学者的国际经济学观点，而营销已经被揉合在经营哲学里面，所以才更深入、更生动。

本书既可用作大学商学院的教学用书，也可供买务人员参考。

<<GLOBAL MARKETING MAN>>

书籍目录

PREFACE

PART ONE: A CONCEPTUAL OVERVIEW

One

Introduction to Global Marketing

MARKETING: A UNIVERSAL DISCIPLINE

The Marketing Concept The Three Principles of Marketing

FROM DOMESTIC TO GLOBAL/TRANSNATIONAL MARKETING

Domestic Marketing Export Marketing International Marketing

Multinational Marketing Global/Transnational Marketing

THE THEORY OF THE CASE

The Theory of Comparative Advantage

DRIVING AND RESTRAINING FORCES

Driving Forces Restraining Forces

UNDERLYING FORCES OF INTERNATIONAL BUSINESS

Orientations of Management

The International Monetary Framework The World Trading System

Global Peace Domestic Economic Growth

Communications and Transportation Technology

The Global/Transnational Corporation

CONCLUSION

OUTLINE OF THIS BOOK

Summary Discussion Questions

Two

Global Marketing Planning

KEY CONCEPTS

Strategy The Company in the World

Clustering, Segmentation, and Target Marketing

Environmental Sensitivity Unifying and Differentiating Influences

Product Life Cycle/Market Life Cycle The Product Trade-Cycle Model

THE STAGES OF DEVELOPMENT OF THE TRANSNATIONAL

CORPORATION: A DYNAMIC TYPOLOGY

Stage One-Domestic Stage Two-International

Stage Three-Multinational Stage Four-Global

Stage Five--Transnational The Stages Compared

An Emerging Transnational Company: The News Corporation

REQUIREMENTS FOR A SUCCESSFUL GLOBAL MARKETING PLAN

What Kind of Global Plan? Planning Practices Summary

Discussion Questions Bibliography

Cases Which Company Is Transnational

Euro Disney in Trouble

PART TWO: THE GLOBAL MARKETING ENVIRONMENT

Three

Economic Environment

THE WORLD ECONOMY-AN OVERVIEW

ECONOMIC SYSTEMS

<<GLOBAL MARKETING MAN>>

Market Allocation Command Allocation Mixed System
Productivity Around the Globe
MARKET DEVELOPMENT
Stages of Market Development The Location of Income
The Location of Population Marketing and Economic Development
CONSUMPTION PATTERNS
Engel's Law Product Saturation Levels
BALANCE OF PAYMENTS
TRADE PATTERNS
Merchandise Trade Services Trade
NATIONAL CONTROLS OF INTERNATIONAL TRANSFERS
Why Identify Control Motives?
THE GLOBAL ENVIRONMENT
Summary Discussion Questions Bibliography
Four
Social and Cultural Environments
BASIC ASPECTS OF CULTURE
The Search for Cultural Universals The Anthropologist's Standpoint
Communication
ANALYTICAL APPROACHES TO CULTURAL FACTORS
Introduction The Need Hierarchy The Self-Reference Criterion
Diffusion Theory High- and Low-Context Cultures Perception
NEGOTIATIONS: CROSS CULTURAL CHALLENGES
INDUSTRIAL PRODUCTS
CONSUMER PRODUCTS
NATIONALISM
CROSS-CULTURAL COMPILATIONS
AND SUGGESTED SOLUTIONS
Training in Cross-Cultural Competency Summary
Discussion Questions Bibliography
Five
Legal and Regulatory Environment
INTERNATIONAL LAW
NATION-STATES AND SOVEREIGNTY
Conflict of Laws Extraterritorial Reach
Freedom of Contract Should Not Be Taken for Granted
REGIONAL ORGANIZATIONS: THE EU EXAMPLE
CONFLICT RESOLUTION, DISPUTE SETTLEMENT
AND LITIGATION
Alternatives to Litigation for Dispute Settlement
Critical Elements of Arbitration
RELEVANT BUSINESS ISSUES
Establishment Patents and Trademarks Recourse Taxes
Dilution of Equity-Control Expropriation
Communist Countries
LICENSING
Examples

<<GLOBAL MARKETING MAN>>

ANTITRUST

BRIBERY AND CORRUPTION

The Foreign Corrupt Practices Act (FCPA)

REGULATORY AGENCIES

The GATT Legal System Summary Discussion Questions

Bibliography

Six

Foreign Exchange

and Financial Decisions

A BRIEF HISTORY OF THE

INTERNATIONAL FINANCIAL SYSTEM

1944-1971 Today's System: Managed Dirty Float with SDRs

FOREIGN EXCHANGE

Foreign Exchange Market Dynamics

Forecasting Foreign Exchange Rates

BUSINESS IMPLICATIONS OF EXCHANGE

RATE FLUCTUATIONS

Exchange Rate Exposure Operating Exposure

MANAGING EXCHANGE RATE EXPOSURE

Tools for Managing Transaction Exposure

Managing Translation Exposure Managing Economic Exposure

Summary Discussion Questions Bibliography

Cases Club Med, Inc. The Special Challenge of GroWth

Fried Chicken in Japan

PART THREE: TARGETING GLOBAL MARKETS

Seven

Global Marketing Information Systems

and Research

ELEMENTS OF A GLOBAL INFORMATION SYSTEM

Information Subject Agenda Scanning Modes: Surveillance and Search

SOURCES OF INFORMATION

Human Sources Documentary Sources Perception Sources

Information Perception and Media

MARKETING RESEARCH

Comparability of International Data Assessing Market Opportunity

Special Problems in International Marketing Research

Five Rules for International Research Survey Research Sampling

ANALYTICAL TECHNIQUES

FOR RESEARCHING INTERNATIONAL MARKETS

Demand Pattern Analysis Income Elasticity Measurements

Estimation by Analogy Comparative Analysis Cluster Analysis

Multiple-Factor Indexes Regression Analysis

HEADQUARTERS CONTROL OF GLOBAL MARKETING RESEARCH

The Management of the Marketing Information System

The Marketing Information System as a Strategic Asset

An Integrated Approach to Information Collection Summary

Discussion Questions Bibliography

<<GLOBAL MARKETING MAN>>

Eight

Global Segmentation,

Targeting, and Positioning

GLOBAL MARKET SEGMENTATION

Demographic Segmentation Psychographic Segmentation

Behavior Segmentation Benefit Segmentation

GLOBAL TARGETING

Criteria for Targeting Selecting a Global Target Market Strategy

GLOBAL PRODUCT POSITIONING

High-Tech Positioning High-Touch Positioning

WORLD MARKETS

Economic Cooperation and Preferential Trade Arrangements

Regional Economic Cooperation Regional Market Characteristics

MARKETING IN LESS DEVELOPED COUNTRIES

Summary Bibliography

Cases Choufont-Salva, Inc.

Swatch Watch U.S.A.: Creative Marketing Strategy

PART FOUR: FORMULATING GLOBAL MARKETING STRATEGY

Nine

Sourcing Decisions and the Value Chain

THE SOURCING CHALLENGE

Value The Value Chain

THE VALUE SYSTEM

THE VALUE CHAIN AND THREE

STRATEGIC ROLES OF GLOBAL MARKETING

SOURCING AND THE TRADE CYCLE

DECISION CRITERIA

Factor Costs and Conditions Transportation Costs

Country Infrastructure Political Risk Market Access

Foreign Exchange

SOURCING STRATEGY ALTERNATIVES

Sourcing Strategies of Stage-Two (International) Companies

Sourcing Strategies of Stage-Three (Multinational) Companies

Sourcing Strategies of Stage-Four (Global) Companies

Sourcing Strategies of Stage-Five (Transnational) Companies Summary

Discussion Questions Bibliography

Appendix: The Value System in the Automobile Industry

Ten

Strategy Alternatives

for Global Market Entry and Expansion

GLOBAL ENTRY AND EXPANSION: MARKETING

AND VALUE CHAIN MANAGEMENT ISSUES

EXPORTING

Automobiles: From Export to Local Sourcing

Perrier Water: Exported from "The Source"

LICENSING

JOINT VENTURES

<<GLOBAL MARKETING MAN>>

OWNERSHIP

MARKET EXPANSION STRATEGIES

MARKET POSITION-A STRATEGIC GUIDE

MARKETING STRATEGIES OF U.S., EUROPEAN, AND JAPANESE MULTINATIONAL SUBSIDIARIES

ALTERNATIVE STRATEGIES: STAGES OF DEVELOPMENT MODEL

Summary Discussion Questions Bibliography

Eleven

Competitive Analysis and Strategy

INDUSTRY ANALYSIS: FORCES

INFLUENCING COMPETITION

Threat of New Entrants Threat of Substitute Products

Bargaining Power of Buyers Bargaining Power of Suppliers

Rivalry Among Competitors

COMPETITIVE ADVANTAGE

Generic Strategies for Creating Competitive Advantage

Competitive Advantage for Global Marketers

GLOBAL COMPETITION AND NATIONAL

COMPETITIVE ADVANTAGE

Factor Conditions Demand Conditions

Related and Supporting Industries

Firm Strategy, Structure, and Rivalry Chance

Government The System of Determinants Summary

Bibliography

Twelve

Cooperative Strategies

and Global Strategic Partnerships

REASONS TO COLLABORATE

IN GLOBAL STRATEGIC PARTNERSHIPS

ADVANTAGES OF GOING IT ALONE

THE NATURE OF GLOBAL STRATEGIC PARTNERSHIPS

SUCCESS FACTORS

Alliances with Asian Competitors

CFM International/GE/Snecma: A Success Story

AT&T/Olivetti: A Failure Boeing/Japan: A Controversy

COOPERATIVE STRATEGIES IN JAPAN: KEIRETSU

How Keiretsu Affect American Business: Two Examples

INTERNATIONAL PARTNERSHIPS

Asia-Pacific

COOPERATIVE STRATEGIES

IN THE UNITED STATES: TARGETING THE DIGITAL FUTURE

BEYOND STRATEGIC ALLIANCES

Summary Discussion Questions Bibliography

Cases Metro Corporation: Technology Licensing Negotiation

Odysseus, Inc. (The Decision to Go "International")

Global Competition--Motorcycles, 1955-1985

<<GLOBAL MARKETING MAN>>

Harley-Davidson Motor Co., Inc.: Defending a Piece of the Domestic Pie

PART FIVE: THE GLOBAL MARKETING MIX

Thirteen

Product Decisions

BASIC CONCEPTS

Definition of a Product Product Classifications

FIVE PRODUCT CHARACTERISTICS

GLOBAL BRANDS

Same Positioning Same Marketing Approach

PRODUCT SATURATION LEVELS IN GLOBAL MARKETS

PRODUCT DESIGN

Preferences Cost Laws and Regulations Compatibility

ATTITUDES TOWARD FOREIGN PRODUCTS

GEOGRAPHIC EXPANSION-STRATEGIC ALTERNATIVES

Strategy 1: Product--Communications Extension (Dual Extension)

Strategy 2: Product Extension-Communications Adaptation

Strategy 3: Product Adaptation-Communications Extension

Strategy 4: Dual Adaptation Strategy 5: Product Invention

How to Choose a Strategy Product--Market Analysis

NEW PRODUCTS IN GLOBAL MARKETING

Identifying New-Product Ideas

The International New-Product Department

Introducing New Products in National Markets Comparative Analysis

Summary Discussion Questions Bibliography

Fourteen

Pricing Decisions

GLOBAL PRICING STRATEGIES

Setting Prices: The Japanese Approach Pricing Objectives

Using Sourcing as a Strategic Tool in Pricing Products Dumping

ENVIRONMENTAL INFLUENCES ON PRICING DECISIONS

Pricing in an Inflationary Environment Devaluation and Revaluation

Government Controls and Subsidies Competitive Behavior

Market Demand

TRANSFER PRICING

Transfer at Cost Cost-Plus Pricing Market-Based Transfer Price

"Arm's-Length" Transfer Pricing Tax Regulations and Transfer Prices

Sales of Tangible Property Competitive Pricing

Importance of Section 482 Regulations

Other Constraints on International Pricing Joint Ventures

GLOBAL PRICING: THREE POLICY ALTERNATIVES

Extension/Ethnocentric Adaptation/Polycentric

Invention /Geocentric Summary Discussion Questions

Bibliography Appendix 1: Trade Terms Appendix 2: Section

Fifteen

Channel Decisions

CHANNEL OBJECTIVES AND CONSTRAINTS

<<GLOBAL MARKETING MAN>>

Customer Characteristics Product Characteristics
Intermediary Characteristics Environmental Characteristics
CHANNEL TERMINOLOGY
CHANNEL STRUCTURE
Consumer Products Global Retailing Industrial Products
CHANNELS IN LESS DEVELOPED COUNTRIES
INTERNATIONAL CHANNEL INNOVATION
CHANNEL STRATEGY FOR NEW MARKET ENTRY
CASE EXAMPLE: JAPAN
Six Steps to a Japanese Distribution Strategy Summary
Discussion Questions Bibliography
Sixteen
Global Marketing
Communications Decisions: Advertising
GLOBAL ADVERTISING AND BRANDING
ADVERTISING AND STAGES OF ECONOMIC DEVELOPMENT
GLOBAL ADVERTISING CONTENT:
THE "EXTENSION" VERSUS "ADAPTATION" DEBATE
ADVERTISING APPEALS AND PRODUCT CHARACTERISTICS
CREATING ADVERTISING
Art Direction Copy
GLOBAL MEDIA DECISIONS
Media Vehicles and Expenditures Media Decisions
Selecting Advertising Agencies Summary Discussion Questions
Bibliography Appendix: World Advertising Expenditures
Seventeen
Exporting and Importing
ORGANIZATIONAL EXPORT ACTIVITIES
NATIONAL POLICIES GOVERNING EXPORTS AND IMPORTS
Government Programs Supporting Exports
Export Expansion: The U.S. Example Export/import Licensing
Trade Negotiations Nontariff Barriers Tariff Classification
THE DECISION TO INVESTIGATE EXPORT MARKETS
CHOOSING EXPORT MARKETS
Creating a Product-Market Profile Market Selection
Visiting the Potential Market Developing an Export Program
MARKET ACCESS CONSIDERATIONS
Tariff Systems Single-Column Tariff Two-Column Tariff
Preferential Tariff Customs Valuation Code Types of Duties
Other Import Charges
EXPORT ORGANIZATION 1: MANUFACTURER'S COUNTRY
External Independent Export Organizations
In-House Export Organization
EXPORT ORGANIZATION 11: MARKET COUNTRY
Direct Market Representation Independent Representation
Piggyback Marketing
EXPORT FINANCING/METHODS OF PAYMENT

<<GLOBAL MARKETING MAN>>

Letters of Credit Documentary Collections (Drafts) Cash in Advance
Sales on Open Account Sales on a Consignment Basis
BARTER AND COUNTERTRADE
Barter Countertrade Summary Discussion Questions
Bibliography
Appendix 1: Export Agents and Organizations-Glossary of Terms
Appendix 2: Global Opportunities for Small Companies:
The Case of Aremco
Cnscs Grasse Fragrances SA
Hot Shot to Japan: An International Marketing Case Study
Ito-Yokado Company
Kodak versus Fuji: A Case of Japanese-American Strategic
Interaction
A.S. Norlight
Richardson Manufacturing Company, Inc. A Domestic Company
Considers International Marketing Opportunities
Eighteen
Leading, Organizing, and
Controlling the Global Marketing Effort
LEADERSHIP
Core Competence Teams
ORGANIZATION
Patterns of International Organizational Development
International Division Structure Regional Management Centers
Beyond the International Division Geographical Structure
Worldwide Product Division Structure Strategic Business Units
The Matrix Structure Relationship Among Structure, Foreign Product
Diversification, and Size Organization Structure and National Origin
Getting Off the Reorganizational Merry-Go-Round
GLOBAL MARKETING MANAGEMENT CONTROL
Formal Control Methods Evaluating Performance
Influences on Marketing Budgets Share of Market
Informal Control Methods Variables Influencing Control
Types of Control Communications Communications Guidelines
The Global Marketing Audit Summary Discussion Questions
Bibliography Appendix: Asea Brown Boveri (ABB): Leadership in Action
Nineteen
The Future of Global Marketing
THE CHANGING WORLD ECONOMY
**GLOBAL CORPORATIONS IN THE EVOLVING INTERNATIONAL
ECONOMIC ORDER**
Summary Bibliography
Appendix: Establishing a Presence Around the Globe
Cases Parker Pen Co. (A): International Marketing Strategy Review
Parker Pen Co. (B): Parker Goes Global
Parker Pen Co. (C): An Interview with Dr. Dennis Thomas
The Publishing Revolution: A View from the Inside

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>