

## <<GLOBAL MARKETING MAN>>

### 图书基本信息

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作者：(美)根基

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## <<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



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