

1. Record Nr.	UNIBAS000024191
Autore	Heinse, Wilhelm
Titolo	Ardinghello e le isole Felici : una storia italiana del Cinquecento / Wilhelm Heinse ; a cura di Lorenzo Gabetti
Pubbl/distr/stampa	Bari : De Donato, c1969
Descrizione fisica	LV, 367 p., 32 p. di tav. : ill. ; 21 cm
Collana	Rapporti
Disciplina	833.6
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910455319003321
Titolo	New challenges to international marketing [[electronic resource] /] / edited by Rudolf R. Sinkovics, Pervez N. Ghauri
Pubbl/distr/stampa	Bingley, : Emerald Jai, 2009
ISBN	1-280-77138-0 9786613682154 1-84855-469-9
Descrizione fisica	1 online resource (431 p.)
Collana	Advances in international marketing, , 1474-7979 ; ; v. 20
Altri autori (Persone)	SinkovicsRudolf R. <1966-> GhauriPervez N. <1948->
Disciplina	658.84
Soggetti	Export marketing Business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.

## Nota di contenuto

New Challenges to International Marketing; Copyright page; Contents; List of contributors; Part I. Internationalization; Chapter 1. Introduction; Internationalization; Entrepreneurship and functional advancements; Collaborative relationships; Methodological advances; Acknowledgments; References; Chapter 2. The propensity to continue internationalization: A study of entrepreneurial decision-making in Australian service firms; 1. Decision-making in the internationalization process; 2. The propensity to continue internationalization: A model; 3. Research design; 4. Analysis; 5. Discussion

6. Managerial implications

7. Conclusions; Notes; References; Chapter 3. Factors influencing the internationalisation process of UK firms in Asia; Research background and theoretical framework; Research methodology; Case study 1: Marks & Spencer in Hong Kong; Case study 2: Marks & Spencer in Thailand; Discussion: Case comparison; Conclusion; References; Chapter 4. Tourism as a leverage of internationalization for consumer goods firms: A case study approach; 1. Introduction; 2. Knowledge and internationalization; 3. Methodology and interview analysis; 4. Discussion and propositions

5. Concluding remarks

Note; References; Part II. Entrepreneurship and Functional Advancements; Chapter 5. Relationships between the dimensions of international growth orientation, environmental turbulence, and strategic orientations; Multidimensional international growth and growth orientation; Methodology; Discussion and conclusions; References; Chapter 6. Internationalisation and technological innovation: Empirical evidence on their mutual relationship; Previous research on firm internationalisation and innovation; Theoretical frameworks and preliminary conceptual model; Methodology

Analysis of the cases

Conclusions; Future research lines and limitations of the study; Note; Acknowledgments; References; Chapter 7. The role of innovative and entrepreneurial behavior in internationalization processes; Methodology; The 'innovation-related internationalization model'; The 'international entrepreneurship model'; Discussion and implications for international marketing; References; Chapter 8. Brand image perceptions across cultures: a study of symbolic and functional associations; Theoretical background; Method; Analysis and findings; Discussion of findings

Managerial implications and further research suggestions

References; Part III. Collaborative Relationships; Chapter 9. Do firms create value through international strategic alliances?; Theoretical model; Methods; Analysis; Discussion; Limitations and directions for future research; References; Chapter 10. What causes break-ups? Factors driving the dissolution of marketing-oriented international joint ventures; Literature review; Theoretical framework and hypotheses; Data and method; Results; Conclusion and discussions; References

Chapter 11. Geographic market diversification: A premium or discount in firm's value

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**Sommario/riassunto**

Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring.