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Titolo	Market Entry into the USA : Why European Companies Fail and How to Succeed / / by Ralf Drews, Melissa Lamson
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ISBN	3-319-17124-0
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Descrizione fisica	1 online resource (139 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	650
Soggetti	Marketing Leadership Management Market research Business Strategy/Leadership Cultural Management Market Research/Competitive Intelligence
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The Case for Culture in Expansion Strategy -- Your Company's Value Proposition in the US -- Defining and Exploring in the US Market -- Determining the Organization's Cultural Fit in the US -- Ready to Go to the US? - Key Strategic Steps -- Sustaining Your Business Investment in the US.
Sommario/riassunto	This book connects a buying psychology driven by American beliefs and values with a company's go-to market strategy, the goal being to sensitize readers to how the cultural values of a particular country or region can impact the business environment. The book also addresses the reasons behind these differences and therefore begins with a detailed cultural comparison of the United States and Europe, and assessments of how these characteristics impact their respective markets and customer behavior differently. Another aspect that sets this book apart is that it argues for sound decision-making processes as the first priority in any international business strategy. Readers are provided detailed insights into the variables a European company needs

to understand before it makes its “go/no-go” decision, along with the tools needed to evaluate the probability of success and the risks of going to market. Once a company decides to enter the US market, the book then offers a highly customer-centric approach to developing and executing an effective market strategy.
