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Nota di contenuto	International marketing research: A state-of-the-art review and the way forward.- Lean start-up' practices: Initial internationalization and evolving business models -- Reverse internationalization: A review and suggestions for future research -- The roles of INVs and their agents in the organization of marketing tasks -- Home country institutional agents (HCIs) as boundary spanners supporting SME internationalization -- Exploring informal and formal learning activities as enablers of learning-by-exporting in small and medium sized firms -- Strengthening innovation for greater exporting: A strategic path for developing country firms -- Antecedents, marketing capabilities contingencies and performance consequences of innovative imitation orientation: A resource orchestration perspective -- Comparative Thick Description: Articulating similarities and differences in local beer consumption experience -- Face concerns and purchase intentions: A cross-cultural perspective -- The VCW-Value Creation Wheel: A framework for market selection and global growth -- Market withdrawal, international orientation and international marketing: Effects on SME performance in foreign markets -- Ethics, sustainability,

Sommario/riassunto

This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings. It covers a wide array of key areas of international marketing research such as cross-cultural consumer behavior, foreign market entry modes, international entrepreneurship, international marketing strategy, country-of-origin effects, internationalization process, international buyer-seller relationships, corporate social responsibility, and international marketing performance. With both theoretical and empirical contributions by prominent researchers from all over the world, the book highlights and advances extant knowledge on global marketing and offers recommendations for future research. It builds a useful reference for scholars, doctoral researchers, and senior students in international marketing/business. .
