

1. Record Nr.	UNINA9910450431203321
Titolo	Developments in export marketing [[electronic resource] /] / Guest editors, George Balabanis, Marios Theodosiou and Evangelia S. Katsikea
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2004
ISBN	1-280-51511-2 9786610515110 1-84544-368-3
Descrizione fisica	1 online resource (213 p.)
Collana	International Marketing Review. No. 4/5 ; ; Vol. 21
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Disciplina	658.848
Soggetti	Export marketing Exports Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Abstracts and keywords; French abstracts; Spanish abstracts; Guest editorial; Export-import relationships in a global organization: a relational contracting analysis of subsidiary behavior; Internet and exporting: determinants of success in virtual export channels; Comparing export marketing channels: developed versus developing countries; Determinants of satisfaction in sales negotiations with foreign buyers: perceptions of US export executives; Importers' relationships with exporters: does culture matter? Export promotion organization emergence and development: a call to researchImpact of export promotion programs on firm competencies, strategies and performance; Strategic flexibility in export expansion: growing through withdrawal; International learning: antecedents and performance implications among newly internationalizing companies in an exporting context; Cracking export markets with genetically modified crops
Sommario/riassunto	Export marketing research over the last four decades has covered a

number of theoretical and practical issues such as standardisation and customisation, export development processes, barriers to exporting, export performance, etc. Rapid technological, institutional, legislative, economic and attitudinal changes across the globe pose challenges for the future development of export marketing research. The emergence of turbulent and hypercompetitive business environments calls for exporters to reconsider the bases and sustainability of their competitive advantage to overseas markets. In particula

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