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Descrizione fisica	1 online resource (218 p.)
Collana	European management series
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Table of Contents; Introduction; 1 - Illy in Germany: Renewal of Distribution Agreements; 2 - Norsk Hydro Fertilizers in the United States: Entering a Highly Competitive Market; 3 - MediaMarkt: The Price-Active Market Entry into Switzerland; 4 - Mobile Telephone Network Operators: Adapting to Rapid Changes in the Market; 5 - WILO GmbH: Dealing with a Subsidiary in Crisis; 6 - Collective de l'Or: Evaluating an Advertising Campaign; 7 - Honeywell in St Petersburg: Establishing a Strategy for an Undefined Market; 8 - International Tourism Marketing: A Multifactor Portfolio Model 9 - Guardian Properties: The Management of a Local and an International Shopping Centre 10 - Godiva Europe: The Standardization Versus Customization Dilemma; 11 - Saatchi & Saatchi Worldwide: Does a Global Marketing Concept Make Sense?
Sommario/riassunto	These cases highlight marketing issues in contexts characterised by diversity of markets, competitors and consumers. Some draw on students' ability to think about broad strategic issues, others on their analytical skills in dealing with tactical issues.