

1. Record Nr.	UNINA9910461031103321
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Titolo	Transnational Marketing Strategy [[electronic resource]]
Pubbl/distr/stampa	New Age International Pvt. Ltd., Publishers, 2014
ISBN	81-224-4204-8 81-224-3729-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (291 p.)
Altri autori (Persone)	SatpathyIpseeta SharanSanjay
Soggetti	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	Cover ; Preface ; Acknowledgements ; Contents ; Chapter 1: Transnational Marketing Strategy ; Learning Objectives ; Prelude ; Management Orientation and Beliefs ; Summary of the Four Orientations ; Driving and Restraining Forces Affecting Transnational Integration and Marketing ; Driving Forces of Transnationalization ; Trends of Changes in the World Economy ; Leveraging Mechanism of Transnational Companies ; What are Transnational/Global Corporations? ; Restraining Forces ; Summary ; Case Study ; Questions for Discussion Chapter 2: Transnational and Domestic Marketing, Transnational Strategy Management and Domestic Marketing Management Learning Objectives ; Transnational Strategic Marketing (TSM) and Domestic Marketing Management (DMM) ; Marketing Management and Strategic Marketing ; Strategic Market Plan and Marketing Plan ; Marketing Strategy ; Transnational Marketing ; Conclusive Ideas ; Summary ; Questions for discussion ; Chapter 3: Mapping and Mobilizing Transnational Market ; Learning Objectives ; Introduction ; Measuring Transnational Market Potential Transnational Product-Market Strategy: The Process Market Boundaries-the Definition ; Transnational Distribution Channels ; Conclusion ; Summary ; Questions for discussion ; Chapter 4: Macro Aspects of Strategic Thrust on Transnational Marketing ; Learning Objectives ; Strategic Thrusts in Transnational Marketing: Facets ; Transnational Strategic Thrust Areas: An Approach ; Defending Relative

Market Position ; Governmental Barriers and Constraints on Transnational Growth ; Rating the Marketing Effectiveness of Transnational Companies ; Summary ; Questions for Discussion Chapter 5: Maxi-transnational Marketing(MTM): A Model Approach Learning objectives ; Maxi-Transnational Marketing (MTM) ; Summary ; Questions for Discussion ; Chapter 6: Maxi-transnational Promotion and Psychosomatic Customer Access ; Learning objective ; Maximized Accountability ; Maximized Awareness ; Conclusion ; Summary ; Questions for Discussion ; Chapter 7: Planning for Transnational Marketing ; Learning Objectives ; Introduction: The Approach ; Political Risk ; Guidelines for a Transnational Investment Strategy ; Policies for Product Development and Diversification ; Conclusion Summary Questions for Discussions ; Chapter 8: Integrated Market Planning and Analysis ; Learning Objectives ; Exports Marketing ; The Sale of Knowledge ; Planning for Foreign Investment ; Pattern of Most Joint Ventures ; The Strategic Subsidiary and the Regional Centre ; Conclusion ; Organizational Planning for the Transnational Company ; Future Directions ; Summary ; Question for Discussion ; Chapter 9: Winning Transnational Marketing-A Survey Approach ; Learning Objectives ; How to Keep on Winning in Marketing ; Attitude Towards Winning in Transnational Marketing ; Control Market Orientation

Sommario/riassunto

This unique book is creatively designed to cater to the management students, scholars and professionals for their understanding of the worldview in the market places. It essentially discerns the disparity between transnational market and domestic market; in the spectacle of business formulations. The book vividly explains the export strategy and import policy in a broader vista. It includes subjects like international services, contracts and agreements for commissioning, 100% export oriented schemes, export processing zones and exports free replacement during warranty. Additionally includes
