

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Record Nr.           | UNINA9910679296603321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Autore                  | Herbig Paul A.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Titolo                  | Handbook of cross-cultural marketing / / Paul A. Herbig                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Pubbl/distr/stampa      | New York : , : Routledge, , 2013                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| ISBN                    | 0-7890-0285-X<br>1-315-86549-1<br>1-317-95786-5<br>1-317-95787-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Descrizione fisica      | 1 online resource (392 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Disciplina              | 658.8/48<br>658.848                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Soggetti                | Marketing<br>Export marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Note generali           | "First published 1998 by The Haworth Press, Inc."--T.p. verso.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Nota di contenuto       | pt. 1. Premarketing -- pt. 2. Marketing -- pt. 3. Postmarketing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Sommario/riassunto      | Going global can be risky business if you don't divest yourself of your ethnocentric thinking. You have to take into consideration your new market's language, work schedules, tastes, lifestyle choices, and cultural associations, and this is the book to help you do that! Handbook of Cross-Cultural Marketing shows you how to sensitize your marketing approaches to the cultural norms and taboos of other societies, as well as the importance of demonstrating an interest in and appreciation of different cultures. Designed to assist both American and foreign companies, Handbook of Cross-Cultu |