

1. Record Nr.	UNINA9910777984603321
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Titolo	A short course in international marketing blunders [[electronic resource] ] : mistakes made by companies that should have known better // Michael White
Pubbl/distr/stampa	Petaluma, CA, : World Trade Press, c2009
ISBN	1-282-18471-7 9786612184710 1-60780-080-2
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (187 p.)
Collana	The short course in international trade series
Disciplina	658.8 658.8/48 658.848
Soggetti	Business failures Export marketing International business enterprises - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 181-182). Includes web resources.
Nota di contenuto	International Marketing Blunders; Preface; Introduction; Table of Contents; Chapter 1: The Why of International Marketing Blunders; Chapter 2: Language and Translation Blunders; Chapter 3: Product and Service Blunders; Chapter 4: Distribution Blunders; Chapter 5: Advertising Blunders; Chapter 6: Japan: A World Unto Itself; Chapter 7: Internal "International" Blunders; Chapter 8: Applying the Lessons Learned; Chapter 9: The (Almost) Blunder-Proof International Marketing Plan; Chapter 10: Glossary; Chapter 11: Resources
Sommario/riassunto	A Short Course in International Marketing Blunders is a series of short case studies describing marketing mistakes made by companies who should have known better. As a counterpoint to exclusively studying ""the correct way"" or only following the