

1.	Record Nr.	UNISA996575418703316
	Titolo	2019 IEEE/ACM 41st International Conference on Software Engineering: Companion Proceedings (ICSE-Companion)
	Pubbl/distr/stampa	IEEE
	ISBN	1-7281-1764-X
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	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 1-315-86549-1 1-317-95786-5 1-317-95787-3
	Descrizione fisica	1 online resource (392 p.)
	Disciplina	658.8/48 658.848
	Soggetti	Marketing 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
