

European Perspectives In Marketing - Erdener Kaynak

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Improve your grasp of contemporary European marketing issues with these fascinating case studies and analyses! From the editor: Europe is not a homogenous mass market. It is rather a heterogeneous market with substantial regional, country, and individual market differences. There are three major sub-markets: European Union (EU) countries, European Free Trade Area (EFTA) countries, and Eastern/Central European (ECE) countries (accession countries). Ten of these countries joined the EU on May 1st, 2004. These countries offer tremendous market opportunities for other European countries, as there is a strong demand in these ten countries for various products and services. Very soon, we will be witnessing the emergence of an enlarged Europe with high market and investment potential. This resource examines marketing practices and consumer behavior in several EU countries, plus one EFTA country and one Associate EU member country. With conceptual frameworks, case studies, analytical insights into European marketing issues, empirical data, and propositions for future testing, *European Perspectives in Marketing* presents clear, understandable writing on: outsourcing industrial products from Eastern and Central European suppliers cross-cultural differences in the effect of advertising repetition and size with a case study from Germany the internationalization of small high-tech firms with case examples from Norway the impact of the euro on Italian consumers currency adjustment strategies have they successfully adapted to the new currency by substituting their old internal price references (based on the high-denomination lira) with a new set of references that reflects the low-denomination currency of the euro international antitrust strategies and the policies of Pepsi and Coke in Europe as compared to in the United States and a look at the managerial and public policy implications of US and EU antitrust regulations recent advances in Information & Communication Technology (ICT) and how they can reduce the communication barriers between and within geographically dispersed organizations why young Turkish adults (high school and university students, and young people in the workforce) purchase and use mobile telephones for symbolic rather than practical reasons Author: Kaynak, Erdener Publisher: Routledge Illustration: N Language: ENG Title: *European Perspectives in Marketing* Pages: 00182 (Encrypted EPUB) / 00182 (Encrypted PDF) On Sale: 2012-12-06 SKU-13/ISBN: 9780789025685

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