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This study addresses the marketing-mix standardization issue in the Central and Eastern European context. Special consideration is given to the construct of product cultural specificity, for which a new measure is proposed.

International Marketing addresses global issues and describes concepts relevant to all international marketers, regardless of their international involvement. Notwithstanding the extent of global perspective that firms may have, they are affected by the competitive activity in the global marketplace. It is this perspective that the authors bring into this edition of the text. The text focuses on the strategic implications of competition in different markets. The environmental and cultural approach to international marketing permits a truly global orientation. Thus the reader ' s horizon is not limited to any specific nation but the text provides an approach and framework for identifying and analyzing the important cultural and environmental uniqueness of any nation or global region. Salient Features: 10 Indian cases included in the book New sections on negative impact of new communication tools, intellectual property rights in the international context, Brexit, inventive international negotiation etc. Thoroughly updated data, text, pictures and exhibits across the chapters More than 100 new academic articles and their findings integrated and cited across the chapters

This book provides students of marketing with everything they need to understand and prepare a comprehensive marketing plan. Written in Dr. Wongs vivid and interesting style, and furnished with examples for new products and services, this book helps students to demystify the ingredients of an approved marketing plan. Advance Praise for Approved Marketing Plans for New Products and Services Dr. Ken Wongs latest work exemplifies the unassuming and straightforward style he is so famous for. Ken has obviously worked very hard to make things easy for the reader. The work is a step-by-step, logical, detailed and multi-faceted approach to writing the all-important Marketing plan. Maurice Williams, PMC, Former Chief Marketing Officer, SingPost, Singapore This book helps people to prepare the blueprint of a marketing plan. I learnt a lot from this book and this is a must read for anyone who wants to successfully plan for marketing their products or services. Thanks Professor Ken Wong for bringing out such an excellent textbook. Rajen Kumar Shah, Chartered Accountant, DISA, Aditya Birla Group, India

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