



# Handbook of Cross-Cultural Marketing

*Erdener Kaynak, Paul Herbig*

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## **Handbook of Cross-Cultural Marketing** Erdener Kaynak, Paul Herbig

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-Cultural Marketing shows you how to increase your chance at success in international markets. It identifies and explains ten important aspects of culture that are essential to cross-cultural marketing to help you understand how underlying cultural beliefs govern the way marketing functions in different societies. It also gives you specific steps for developing cultural adaptation strategies in international marketing. To further your understanding of global marketing and fundamental marketing concepts, this comprehensive book discusses:

- real life examples of company successes and failures abroad
- attitudes toward middlemen in underdeveloped countries
- the advantages of foreign trade shows
- locating and using representatives, agents, and/or distributors in foreign countries
- the reception of different American products in different countries
- potential cultural pitfalls of primary data collecting techniques
- the role of time in various cultures
- setting standards for product performance

A useful text for students and practitioners alike, Handbook of Cross-Cultural Marketing gives you hands-on strategies and advice for delving into different markets, using techniques that are respectful of individual cultures, and avoiding unnecessary mistakes that can occur if you don't take the initiative to get to know the culture of your new marketplace. Your outlook and beliefs are not the global norm, so read this book to find out how you can be successful with customers who are different from you in terms of motivation, values, beliefs, and outlook.

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