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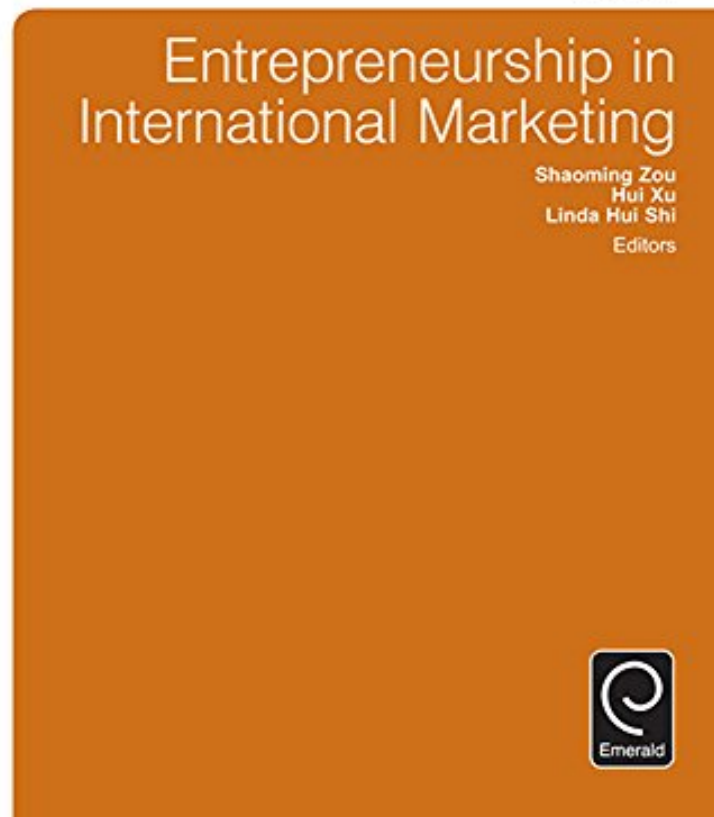
Entrepreneurship in International Marketing: 25 (Advances in International Marketing)

Shaoming Zou

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 Emerald Books

Advances in International Marketing
Volume 25



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Shaoming Zou : Entrepreneurship in International Marketing: 25 (Advances in International Marketing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Entrepreneurship in International Marketing: 25 (Advances in International Marketing):

"The latest volume in the Advances in International Marketing series is a fresh addition to the international marketing

literature, expanding the current knowledge in several significant ways. Divided in to two sections, the first part of Vol. 25 addresses important issues concerning entrepreneurship in the international market. Pulling together papers authored by well-known scholars they look at issues such as born-global firms' evolution, market orientation, alliance capabilities, customer orientation, and performance in the global market. Collectively, these papers shed significant new light on the role of entrepreneurship in born-global firms and exporting firms. The second part of Entrepreneurship in International Marketing brings together a collection of papers dealing with contemporary international marketing issues, including the conceptual domain of international marketing, global brands and luxury brands in emerging markets, international retail supply chains, and exit behaviour of FDI firms."

Citing the separate paths that entrepreneurship and international marketing have taken in the past and noting the phenomenon of born-global entrepreneurial firms, volume 25 of Advances in International Marketing brings it all together, offering insight heretofore not identified in the literature, and setting the stage for future research. Thirteen essays are divided into two parts: entrepreneurship in international marketing; miscellaneous international marketing issues. Chapters are: born global firms; the market orientation of domestic and international new ventures; the effects of entrepreneurial marketing strategies on the long-term competitive sustenance of born global firms; the alliance capability of technology-based born globals; the effects of dynamic capabilities on value-based pricing and export performance; export marketing strategy and performance among micro and small Brazilian enterprises; the effect of social media adoption on exporting firms performance; a literature review, classification, and simple meta-analysis on the conceptual domain of international marketing; a framework for understanding firms foreign exit behavior; institutional forces and firms positioning in China and Brazil; does the value of global brands apply to both foreign and domestic-based global brands?; luxury brands in emerging markets; the effects of stability, diversity, and density on relationship flexibility in an international retail supply network. Distributed in North America by Turpin Distribution. --Annotation copy;2015 Ringgold Inc. Portland, OR (protoview.com)About the AuthorShaoming Zou - Georgia State UniversityHui Xu - Nankai UniversityHui (Linda) Shi - University of Victoria