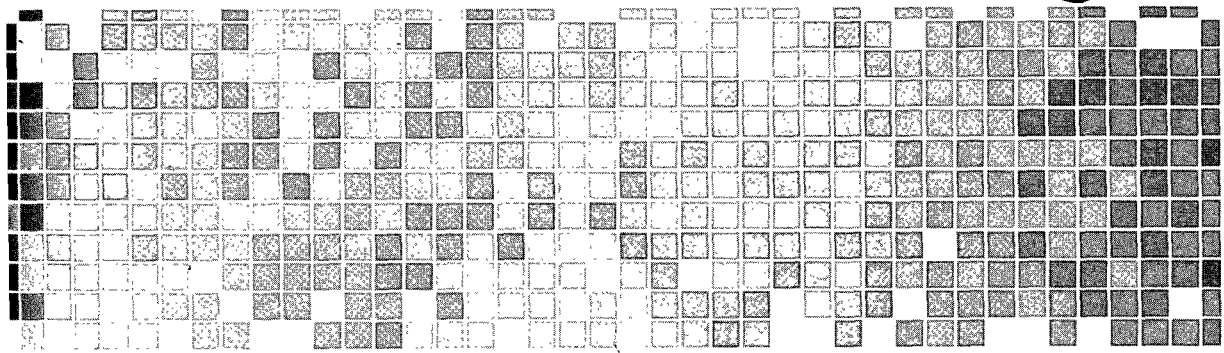


The SAGE
Handbook of

International Marketing



Edited by
Maasaki Kotabe
and Kristiaan Helsen



Los Angeles • London • New Delhi • Singapore • Washington DC

Contents

✓ uow

About the Contributors	viii
Preface	xvii
OVERVIEW	1
1 Theoretical Paradigms, Issues, and Debates <i>Masaaki Kotabe and Kristiaan Helsen</i>	3
SECTION 1 CHANGING MARKET ENVIRONMENTS	13
2 The Ancient Road: An Overview of Globalization <i>Terry Clark, Monica Hodis and Paul D'Angelo</i>	15
3 The Changing Global Political and Institutional Environment <i>Jonathan Doh and Terrence Guay</i>	36
4 Marketing and the Global Legal Environment <i>Subhash Jain and Robert Bird</i>	55
SECTION 2 CONSUMER BEHAVIOR RESEARCH	71
5 Consumer Cognition Across Cultures <i>Bernd H. Schmitt and Nader T. Tavassoli</i>	73
6 Nation Equity: Country-of-Origin Effects and Globalization <i>Durairaj Maheswaran and Cathy Yi Chen</i>	91
7 Researching International Markets: Philosophical and Methodological Issues <i>V. Kumar</i>	114
SECTION 3 CHANGING MARKET ENVIRONMENTS	163
8 Research into Exporting: Theoretical, Methodological, and Empirical Insights <i>Constantine S. Katsikeas, Leonidas C. Leonidou, and Saeed Samiee</i>	165

9	International Franchising and Licensing <i>Lance Eliot Brouthers and Jason Patrick McNicol</i>	183
10	Joint Ventures and Alliances <i>Miguel Rivera-Santos and Andrew C. Inkpen</i>	198
11	Establishment Mode Choice: Acquisition versus. Greenfield Entry <i>Desislava Dikova and Keith D. Brouthers</i>	218
12	Exit Strategies <i>Masaaki Kotabe and Sonia Ketkar</i>	238
SECTION 4 GLOBAL STRATEGY		261
13	Global Competitive Marketing Strategy <i>Michael Grund, Oliver Heil, and Mark Elsner</i>	263
14	Global Sourcing Strategy <i>Masaaki Kotabe, Michael J. Mol, and Janet Y. Murray</i>	288
15	Uniformity versus Conformity: The Standardization Issue in International Marketing Strategy <i>Saeed Samiee, Constantine S. Katsikeas, and Marios Theodosiou</i>	303
SECTION 5 DEVELOPING MARKETING STRATEGY		323
16	International Diffusion of New Products <i>Trichy V. Krishnan and Suman Ann Thomas</i>	325
17	Global Branding <i>John Roberts and Julien Cayla</i>	346
18	Pricing in the Global MarketPlace <i>Kristiaan Helsen</i>	361
19	Global Communications <i>Gary J. Bamossy and Johny K. Johansson</i>	374
20	Global Channels of Distribution <i>Daniel C. Bello and Forrest Briggs</i>	398
21	Global Trends in Grocery Retailing <i>Katrijn Gielens and Marnik G. Dekimpe</i>	413
22	International Salesforce Management <i>Thomas Brashear Alejandro</i>	429

SECTION 6	EMERGING ISSUES IN GLOBAL MARKETING	449
23	The Internet and International Marketing <i>Venkatesh Shankar and Jeffrey Meyer</i>	451
24	Organizational Heritage, Institutional Changes and Strategic Responses of Firms from Emerging Economics <i>Preet S. Aulakh and Raveendra Chittoor</i>	468
25	Small Multinational Enterprises under Globalization <i>Gary Knight</i>	490
26	Ethics and Corporate Social Responsibility for Marketing in the Global Marketplace <i>Georges Enderle and Patrick E. Murphy</i>	504
	Index	532