

Preparatory Reading

International Marketing is an emerging area of study. These articles are available to you through the Library and will give you a sense of changing priorities and core concepts. This is not complete and you will find a bibliography of sources at the end of each set of slides.

The recommended course text is International Marketing, (2020) 5 Edition EMA .Ghauri, P., Cateora P., McGraw Hill. Available as an e-book £39.99. Copies are available through the Library.

Introduction to international marketing: Ghauri Chap 2
Strategic Marketing (STP) Ghauri Chap 11
International market entry strategies Ghauri 9 and 10
Social and cultural environments Ghauri Chap 4
International research and opportunity analysis
Ghauri Chap 6
International product and service marketing, and marketing mix Ghauri 15, 16 and 17
International channels of communication Ghauri 12 and 13
Ethics and Social Responsibility, Chap 14

Armstrong Soule, C. A., & Reich, B. J. (2015). Less is more: is a green demarketing strategy sustainable? *Journal of Marketing Management*, 31(13-14), 1403–1427.
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Douglas, S. P., & Craig, C. S. (2011). Convergence and Divergence: Developing a Semiglobal Marketing Strategy. *Journal of International Marketing*, 19(1), 82–101. <https://doi.org/10.1509/jimk.19.1.82>

Gerner, M. (2019). Assessing and managing sustainability in international perspective: corporate sustainability across cultures – towards a strategic framework implementation approach. *International Journal of Corporate Social Responsibility*, 4(1), 1–34.
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McAllister, D. J. (1995). Affect- and Cognition-Based Trust As Foundations for Interpersonal Cooperation in Organizations. *Academy of Management Journal. Academy of Management*, 38(1), 24–59. <https://doi.org/10.2307/256727>

Meyer, K. E., & Estrin, S. (2014). Local Context and Global Strategy: Extending the Integration Responsiveness Framework to Subsidiary Strategy: Local Context, Global Strategy, and Subsidiary Strategy. *Global Strategy Journal*, 4(1), 1–19. <https://doi.org/10.1111/j.2042-5805.2013.01071.x>

Strizhakova, Y., Coulter, R. A., & Price, L. L. (2021). The Fresh Start Mindset: A Cross-National Investigation and Implications for Environmentally Friendly Global Brands. *Journal of International Marketing*, 29(4), 45–61. <https://doi.org/10.1177/1069031X211021822>

Vrontis, D., Thrassou, A., & Lamprianou, I. (2009). International marketing adaptation versus standardisation of multinational companies. *International Marketing Review*, 26(4/5), 477–500. <https://doi.org/10.1108/02651330910971995>

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