



Marketing international: Marchés, cultures et organisations: 1 (French Edition)

Nathalie Prime, Jean-Claude Usunier

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Le livre Marketing international - Marchés, Cultures, et Organisations porte sur les principales situations et décisions auxquelles sont confrontées les firmes qui se développent à l'international dans un environnement marqué par l'ouverture généralisée des marchés, notamment des économies émergentes. Il propose une approche du marketing international fondée sur une triple perspective novatrice : Dimension multifonctionnelle (l'internationalisation marketing dépasse le cadre restreint des ventes à l'étranger et voit la fonction marketing se déployer en lien avec les autres fonctions de l'entreprise), Dimension organisationnelle (évolution du marketing international selon la dynamique d'internationalisation Corporate impliquant différents types de stratégies de marketing international - marketing d'implantation initiale, de développement local et marketing global), Dimension multiculturelle (prise en compte intrinsèque et systématique de la diversité culturelle externe des déterminants de l'achat et de la consommation, et de la diversité culturelle interne des déterminants du management des équipes multiculturelles dans l'organisation internationale). Illustré de très nombreux exemples tirés de la vie réelle des entreprises à l'international et de nombreux encadrés d'approfondissements théoriques, il se veut conceptuel et vivant, fournissant à la fois des clés de compréhension fondamentales et des outils appliqués. L'appareil pédagogique est riche et variée : une quinzaine d'exemples et d'approfondissements par chapitre, des mini-cas (Ford en Inde, Hair Shampoo) et des questions de validation des acquis à la fin de chaque chapitre, prolongés par un site compagnon.

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