

Globalization of marketing strategies in the light of segmentation and cultural diversity



Filesize: 8.94 MB

Reviews

This pdf can be well worth a read, and much better than other. I am quite late in start reading this one, but better then never. Your daily life span will probably be transform when you full looking over this book.

(Roxanne Stehr)

GLOBALIZATION OF MARKETING STRATEGIES IN THE LIGHT OF SEGMENTATION AND CULTURAL DIVERSITY

[DOWNLOAD](#)

To get **Globalization of marketing strategies in the light of segmentation and cultural diversity** eBook, remember to access the web link listed below and save the file or get access to additional information which are highly relevant to GLOBALIZATION OF MARKETING STRATEGIES IN THE LIGHT OF SEGMENTATION AND CULTURAL DIVERSITY ebook.

GRIN Verlag Okt 2007, 2007. Taschenbuch. Book Condition: Neu. 212x144x12 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2001 in the subject Business economics - Business Management, Corporate Governance, grade: 8, Maastricht University (-), course: Comparative Management, language: English, abstract: llobalization is one of words used nowadays to describe the convergence of cultures. Cultures are believed to move closer together as a result of increased travel, better communication methods and enhanced transportation opportunities (Hassan,1991). Companies try to anticipate this change by offering standardized products to a global audience. Examples of global products are credit cards, mobile phones, automobiles, food and beverages. The Big Mac, for example, is a standardized products market globally that it is used by economists to measure the purchase power of different currencies, the famous Big Mac Index. Marketers face many challenges in this global village but one of the most interesting challenge is how far can standardization of marketing efforts be pursued. Cultural differences are a logical barrier to standardization of the marketing strategies on a global scale. As there are countless cultures on this planet, there are also many different needs that must be satisfied by adapted marketing mixes. Therefore, standardization ignores the cultural differences for the sake of simplicity and cost savings. The knowledge of cultures and the understanding of cultures is important to develop effective marketing strategies across cultures. Simplifying cultures is done via segmentation. Segmentation helps clustering groups of people that might respond in the same manner to specially adapted marketing strategies. Segmentation plays a vital role in the process of standardizing marketing efforts. It helps standardizing customer groups. How far can companies go in standardizing their marketing efforts This topic is discussed by many authors as mentioned later in this article...



[Read Globalization of marketing strategies in the light of segmentation and cultural diversity Online](#)

[Download PDF Globalization of marketing strategies in the light of segmentation and cultural diversity](#)

Other eBooks



[PDF] **Got the Baby Wheres the Manual Respectful Parenting from Birth Through the Terrific Twos by Joanne Baum 2007 Paperback**

Follow the link under to read "Got the Baby Wheres the Manual Respectful Parenting from Birth Through the Terrific Twos by Joanne Baum 2007 Paperback" file.

[Read Document »](#)



[PDF] **Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.**

Follow the link under to read "Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America." file.

[Read Document »](#)



[PDF] **Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers**

Follow the link under to read "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers" file.

[Read Document »](#)



[PDF] **Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age**

Follow the link under to read "Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age" file.

[Read Document »](#)



[PDF] **A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)**

Follow the link under to read "A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)" file.

[Read Document »](#)



[PDF] **California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Follow the link under to read "California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package" file.

[Read Document »](#)