

Case Study: DIFFERENT FOR GAMBLE

- ▶ Procter and Gamble (P&G), a global consumer products giant, “stormed the Japanese market with American products, American managers, American sales methods and strategies. The result was disastrous until the company learnt how to adapt products and marketing style to Japanese culture. P&G which entered the Japanese market in 1973 lost money until 1987, but by 1991 it became its second largest foreign market.”
- ▶ P&G, acclaimed as “the World’s most admired marketing machine” entered India, which has been considered as one of the largest emerging markets, in 1985. It entered the Indian detergent marketing in the early nineties with the Ariel brand through P&G India (in which it had a 51 percent holding which was raised to 65 per cent in January 1993, the remaining 35 percent being held by the public). P&G established P&G Home products, a 100 percent subsidiary later (1993) and the Ariel was transferred to it. Besides soaps and detergents, P&G had or introduced later product portfolios like shampoos (Pantene) medical products (Vicks range, Clearasil and Mediker) and personal products (Whisper feminine hygiene products,

International Marketing Strategy Case Study

Philip R. Cateora



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International Marketing in Practice Véronique Boulocher-Passet, 2025-06-26 International Marketing in Practice features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing Across its four sections the book examines how companies can overcome the challenges of connecting with potential customers in a foreign country through strategic choices around which markets to enter identifying appropriate modes of entry successfully adapting their marketing mix for these markets and leveraging a country of origin strategy The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes operating in a range of industries Each case features a case synopsis learning objectives a concise narrative along with stimulating discussion questions for individual cases as well as each section These compact case studies will enable students to apply concepts to situations in other organizations thus strengthening their understanding and supporting learning This exciting new text is designed as recommended reading on undergraduate and postgraduate International Marketing and International Business courses For instructors who teach with the cases there are accompanying teaching notes available online

International Marketing Strategy Alexandra Kenyon, Robin Lowe, Isobel Doole, 2016-01-29 **Research Frontiers on the International Marketing Strategies of Chinese Brands** Zuohao Hu, Xi Chen, Zhilin Yang, 2016-08-05 This book proposes a theoretical framework identifying external and internal factors that influence internationalization strategy of Chinese brands and brand performance It explores several key strategies e g standardization versus adaptation price leadership versus branding OBM export versus OEM export and incremental versus leap forward internationalization model The relationships are examined between various international marketing mix e g distribution channel and pricing strategies and brand performance Through case studies the text also analyses the internationalization of contract based firms

International Marketing Strategy Isobel Doole, Alexandra J. Kenyon, Robin Lowe, 2019 Fully updated and revised the eighth edition of this popular text reflects the changing focus of international marketing and ensures students are fully up to date with the challenges posed by new patterns of development in global markets It provides students with accessible content from around the world including newly emerging economies as well as explaining the increasingly global risks such as natural disasters and the role of digital developments An exciting range of features including Management Challenges Directed Study Activities and contemporary case studies guide students through the complexities of international marketing as it responds to a rapidly changing environment *International Marketing Strategy (with CourseMate & EBook Access Card)*. Isabel Doole, 2011

International Marketing Strategy Chris Phillips, Isobel Doole, Robin Lowe, 1994 This textbook sets out the context techniques and strategies involved in successful international marketing It breaks down the area into three main parts analysis development and implementation

Marketing Management: An International Perspective Dominique Turpin, Kamran Kashani, 1999-05-28 Marketing

Management An International Perspective brings together over twenty real life case studies of marketing management issues faced by leading international companies from around the world Including cases from America Asia and Europe this collection is an ideal supplement to both marketing management or international marketing courses at both undergraduate and MBA level Written by professors at IMD one of the leading international business schools with a reputation for writing top quality cases this text is an invaluable resource for students of business and marketing Providing both text and cases the book is supported by a Tutor s Guide based on the authors own teaching experience which provides a roadmap and guidance on how to best use each case

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EBOOK: International Marketing Pervez Ghauri,Philip Cateora,2014-01-16 Now in its fourth edition this successful introduction to international marketing has been thoroughly revised updated and developed throughout to reflect the most recent developments in today s dynamic business environment Contemporary engaging and accessible International Marketing is essential reading for the aspiring practitioner You will discover The importance of international marketing to creating growth and value The management practices of companies large and small seeking market opportunities outside their home country Why international marketing management strategies should be viewed from a global perspective The role of emerging economies in today s business environment The impact of increased competition changing market structures and differing cultures upon business Key Features An extensive collection of in depth Case Studies focus upon a diverse range of companies from around the world and are designed to apply understanding and provoke debate Going International vignettes go beyond the theory and demonstrate international marketing in real life with contemporary and engaging examples Further Reading sections have been designed to reflect both the most influential and the most recent studies relating to each chapter acting as a spring board to further study Key Terms are highlighted where they first appear and define in the margin for ease of reference to aid understanding A full Glossary is also provided at the end of the book and online A new chapter in response to reviewer feedback dedicated to International Segmentation and Positioning Professor Pervez Ghauri teaches International Marketing and International Business at King s College London He has been Editor in Chief of International Business Review since 1992 and editor Europe for the Journal of World Business since 2008

Strategic Global Marketing Erdener Kaynak,2021-08-29 Learn to select appropriate strategic tools and measure the competitiveness of international firms This essential text addresses important strategic marketing issues and questions in a unique and insightful way Strategic Global Marketing Issues and Trends takes on the standardization vs adaptation issue and will familiarize you with important topics

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International Marketing Colin Gilligan,Martin Hird,2012-11-26 This book is a basic text for international marketing courses It introduces the different elements of the international marketing mix and sets these in context It discusses the firm s strategic position how it is orientated at present to take advantage of international marketing opportunities and how its strategy is developing It Stresses the wide differences between different overseas markets and the importance of handling sensitively particular local features Examines the need to structure the whole business organisation in the right way and make international marketing effective Discusses the importance of communication and control Throughout case studies are used to highlight particular issues

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International Marketing and Export Management Gerald Albaum, Gerald S. Albaum, 1994 Central themes are the understanding of marketing processes and the management of export operations and decision making

Strategic Marketing Decisions in Global Markets Isobel Doole, Robin Lowe, 2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

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International Marketing Management Jean-Pierre Jeannot, Hubert D. Hennessey, 1988

International Marketing Philip R. Cateora, 1990 The undisputed leader in international marketing this book pioneered the environmental cultural approach to the field It concentrates on explaining how a nation's culture and environment should be central to any marketing strategy Hot topics are also emphasized including Strategic International Alliances Green Marketing TQM the Japanese distribution system NAFTA the Commonwealth of Independent States and much more

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