

## Standardization in International Marketing strategy: doomed to failure or successful strategy?



Filesize: 1.57 MB

### **Reviews**

*Merely no words to clarify. I could comprehend every little thing using this created e pdf. I am just effortlessly could possibly get a enjoyment of reading through a created publication.*

*(Mr. Ari Powlowski)*

## STANDARDIZATION IN INTERNATIONAL MARKETING STRATEGY: DOOMED TO FAILURE OR SUCCESSFUL STRATEGY?



To read **Standardization in International Marketing strategy: doomed to failure or successful strategy?** PDF, remember to click the web link beneath and download the ebook or have accessibility to other information which are in conjunction with STANDARDIZATION IN INTERNATIONAL MARKETING STRATEGY: DOOMED TO FAILURE OR SUCCESSFUL STRATEGY? book.

GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 213x154x7 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 80, Queen Mary University of London (Business School), course: International Marketing, language: English, abstract: The debate around standardization versus adaptation in international marketing consists since nearly half a decade now. The first articles regarding the question whether firms should adapt their strategy and marketing program to the local customers needs or if they rather should focus on global standardization were published in the 1960 s (e.g. Bartels, 1968; Buzell, 1968; Elinder, 1961/1965; Keegan, 1969). Since then over 300 articles address this research question and it is a never-ending debate with inconsistent findings. A recent detailed meta-study over relevant articles of the last 50 years leads to contradictory findings: Out of 274 articles published in Marketing and Management Journals, 8% recommended global standardization, 14 % favored adaption, 10 % could not give a recommendation and the majority (68%) stated that companies have to make their decision grounded on the specific situation they are in (Schmid & Kotulla, 2010). These contradictory findings in the literature alone show, that the statement Standardization in International Marketing strategy is doomed to failure cannot be easily agreed with. This essay has the purpose to disprove the statement and demonstrate, with the help of previous literature and practical examples, that in certain contexts and for some companies, standardization can be a successful strategy. Chapter 2 provides an overview of the debate standardization versus adaptation and the empirical results of a choice of articles. Chapter 3 explains which aspects of the marketing mix will be observed and clarifies the definition of standardization. Following...



[Read Standardization in International Marketing strategy: doomed to failure or successful strategy? Online](#)  
[Download PDF Standardization in International Marketing strategy: doomed to failure or successful strategy?](#)

## See Also



### [PDF] Psychologisches Testverfahren

Access the link under to download and read "Psychologisches Testverfahren" PDF document.

[Download](#) [eBook](#)

»



### [PDF] Programming in D

Access the link under to download and read "Programming in D" PDF document.

[Download](#) [eBook](#)

»



### [PDF] Primary language of primary school level evaluation: primary language happy reading (grade 6)(Chinese Edition)

Access the link under to download and read "Primary language of primary school level evaluation: primary language happy reading (grade 6)(Chinese Edition)" PDF document.

[Download](#) [eBook](#)

»



### [PDF] Have You Locked the Castle Gate?

Access the link under to download and read "Have You Locked the Castle Gate?" PDF document.

[Download](#) [eBook](#)

»



### [PDF] Adobe Photoshop CS6 Revealed (Hardback)

Access the link under to download and read "Adobe Photoshop CS6 Revealed (Hardback)" PDF document.

[Download](#) [eBook](#)

»



### [PDF] Adobe Indesign CS/Cs2 Breakthroughs

Access the link under to download and read "Adobe Indesign CS/Cs2 Breakthroughs" PDF document.

[Download](#) [eBook](#)

»