

BUSI4234: Essentials of International Marketing

UNMC

View Online



[1]

Philip Kotler and Kevin Lane Keller, Marketing management, 15th ed., Global ed. Harlow, Essex: Pearson Education, 2016 [Online]. Available:
<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5185776>

[2]

D. Jobber and F. Ellis-Chadwick, Principles and practice of marketing, 7th ed. Maidenhead, Berkshire: McGraw-Hill Higher Education, 2013.

[3]

Cavusgil, S. Tamer, Ghauri, Pervez N., and Akcal, Ayse A., Doing business in emerging markets, 2nd ed. London: SAGE, 2013.

[4]

Cateora, Philip R., Gilly, Mary C., and Graham, John L., International marketing, 16th ed. New York: McGraw-Hill/Irwin, 2013.

[5]

Alon, Ilan, Jaffe, Eugene D., and Vianelli, Donata, Global marketing: contemporary theory, practice, and cases, International ed. New York: McGraw-Hill/Irwin, 2013.

[6]

Keegan, Warren J. and Green, Mark C., Global marketing, 7th ed., Global ed. Harlow, Essex: Pearson Education, 2013.

[7]

S. Hollensen, Essentials of global marketing, 2nd ed. Harlow, Essex: Pearson Education, 2012.

[8]

Levitt, Theodore, 'Marketing myopia', Harvard business review, vol. 38, no. 4, pp. 45-56, 7AD.

[9]

B. Comstock, R. Gulati, and S. A. Liguori, 'Unleashing the Power of Marketing', Harvard Business Review, vol. 88, no. 10, pp. 90-98, Oct. 2010 [Online]. Available: <http://www.hbs.edu/faculty/Pages/item.aspx?num=38974>

[10]

S. P. Douglas and Y. Wind, 'The Myth of Globalization', Columbia Journal of World Business, vol. 22, no. 4, 1987.

[11]

S. L. Vargo and R. F. Lusch, 'Evolving to a New Dominant Logic for Marketing', Journal of Marketing, vol. 68, no. 1, pp. 1-17, 2004.

[12]

S. Brown, 'Torment Your Customers (They'll Love It)', Harvard Business Review, vol. 79, no. 9, pp. 82-88, Oct. 2001 [Online]. Available: <https://hbr.org/2001/10/torment-your-customers-theyll-love-it>

[13]

X. Bi et al., 'Chinese consumer ethnocentrism: A field experiment', *Journal of Consumer Behaviour*, vol. 11, no. 3, pp. 252–263, May 2012, doi: 10.1002/cb.1374.

[14]

C. A. Russell and D. W. Russell, 'Guilty by stereotypic association: Country animosity and brand prejudice and discrimination', *Marketing Letters*, vol. 21, no. 4, pp. 413–425, Dec. 2010, doi: 10.1007/s11002-009-9097-y.

[15]

D. R. Lehmann, K. L. Keller, and J. U. Farley, 'The Structure of Survey-Based Brand Metrics', *Journal of International Marketing*, vol. 16, no. 4, pp. 29–56, 2008, doi: 10.1509/jimk.16.4.29. [Online]. Available: <https://search-ebSCOhost-com.unm-ezproxy.idm.oclc.org/login.aspx?direct=true&db=buh&AN=35144183&site=ehost-live&scope=site>

[16]

T. Khanna, K. G. Palepu, and J. Sinha, 'Strategies That Fit Emerging Markets', *Harvard Business Review*, vol. 83, no. 6, pp. 63–76 [Online]. Available: <http://web.a.ebscohost.com/ehost/detail/detail?vid=1&sid=8c58007b-106d-4298-bdc5-b5bbd0410fa9%40sessionmgr4009&hid=4109&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZSZyY29wZT1zaXRl#AN=17276846&db=buh>

[17]

S. D. Hunt and S. J. Vitell, 'The General Theory of Marketing Ethics: A Revision and Three Questions', *Journal of Macromarketing*, vol. 26, no. 2, pp. 143–153, Dec. 2006, doi: 10.1177/0276146706290923.