

Contents

PREFACE5

MANAGEMENT IN INTERNATIONAL BUSINESS7

1.1 International business growing importance.7

1.2 Strategic management and business models in the era of the network economy.12

1.3 The challenges of management in international business.15

THE INTERNATIONALIZATION OF THE FIRM17

2.1 Globalization: its dimensions and effects.18

2.2 The internationalization models and processes.21

2.3. Motives for going international/global.24

2.4 Benefits to use international strategies.26

INTERNATIONAL BUSINESS ENVIRONMENT29

3.1 External business environment.30

3.2 New global consumption trends.36

3.3 Market screening and selection process.38

3.4 The Euro-Business approach39

**COMPETITIVE CHARACTERISTICS
OF THE INTERNATIONAL MARKETS.....43**

4.1 The competitive landscape.43

4.2 Industry environment analysis.....44

4.3 Competitor analysis49

4.4 Rivalry between global competitors.52

INTERNATIONAL ENTRY MODE.....53

5.1 Entry mode as a strategy.53

5.2 Export entry modes.56

5.3 Strategic alliances in international business.....58

5.4 Foreign Direct Investments.60

INTERNATIONAL STRATEGIES.63

6.1 Opportunities of international strategy.....63

6.2 Strategic orientations in international business.....64

6.3 Strategic dilemma: international standardization/integration or local adaptation. 65

6.4 Multidomestic, global and transnational strategies.....70

MARKETING MANAGEMENT IN INTERNATIONAL BUSINESS.73

7.1 Standardization versus adaptation of marketing strategies.74

7.2 Product, pricing, distribution, promotion and marketing
communication decisions.....75

7.3 Marketing strategies in international business..78

7.4 Global marketing82

ORGANIZING FOR INTERNATIONAL BUSINESS ACTIVITIES.89

8.1 Organizational structures and international strategies.....89

8.2 Corporate culture and international context.94

8.3 Managers in the cross-cultural environment.96

8.4 Managing organization in the cross-cultural environment.....99

LITERATURE.....103

INDEX OF FIGURES, TABLES AND EXHIBITS.105