

Advance praise

“Reality is never two-dimensional, but all social and business models are. This is especially true as far as their applications are concerned. This new textbook offers multi-dimensional perspectives on the place of marketing within the context of crucial aspects of globalisation, in particular with regard to digitalisation and sustainability; the former representing changes in technology and constituting a base for globalisation and the latter one of the greatest challenges humanity faces, as a result of globalisation. Therefore, the text should be considered an indispensable learning resource for all who would like not only to examine reality but also actively change it.”

Piotr M. Jaworski

Senior Lecturer at Edinburgh Napier University, UK

“The book succeeds in a very clever way to present the basics of international marketing. It is written in a clear and practical way but still offers the necessary theoretical foundation and at the same time introduces sustainability and digitalization as cross-sectional functions to the basics of international marketing. The book thus addresses the challenges for international marketing in a very appropriate way and provides important insights on how to deal with them in the future.”

Dr. Tim Alexander Herberger

Assoc. Professor at Andr ssy University, Hungary

“You are interested in the field of international marketing? This well-structured book provides a great overview on its various aspects, e.g. international market selection, international consumer behavior and market research, foreign operation modes as well as the international marketing program all with special regard to sustainability and digitalization. I recommend the book to students but also practitioners.”

Dr. Tatjana Streusloff

Professor at Wiesbaden Business School, Germany

“In the next 5 years, most companies will come across a fundamental change through digitalization of business models and fully embracing sustainability in everything they do. Only full consumer and customer orientation will lead to success. The book gives very practical insights and recommendations how to holistically get prepared for these changes and developments. This book is extremely valuable for marketers working in international companies.”

Dr. R diger Kraege

Chief Commercial Officer at BRITA Group, Germany

“A very comprehensive marketing book that focuses on the future global marketing challenges. Definitely a marketing must-read!”

Victor Cabral

Lecturer at Amsterdam School of International Business, The Netherlands

“I can only congratulate the author on her excellent work on the impact of sustainability and digitalization on international marketing. This book is a must-read for anyone who wants to learn about current marketing topics.”

Ute Poprawe

General Manager at Kapacht GmbH, Germany

“This book will resonate strongly in the business world. It provides an excellent update on all areas of a company’s international marketing activities, helping them to review and develop their international strategies by reflecting on the current key topics of digitalization and sustainability.”

Klaus-Jürgen Philipp

Managing Director at Haus Rabenhorst, Germany