

Preface

In the context of globalization, international marketing has developed extensively in recent decades. Numerous textbooks provide comprehensive materials for understanding global interrelationships and developing corresponding marketing measures and strategies. What, then, is the point of another book?

In many textbooks on international marketing, the topic of sustainability is only dealt with in one of the closing chapters, and digitalization is often discussed in the context of advertising and communications. However, this falls short of truly recognizing the importance of sustainability and digitalization that marketers face. Digitalization is not only relevant for marketing communications; considering the enormous opportunities that digitalization offers, it changes the way marketing works. Sustainability, too, is not a separate issue to be considered only after all the other steps in the marketing process – it is the daily challenge that marketers have to face.

Companies and their marketing departments have to deal with new challenges, such as digitalization and sustainability. This book aims to bring the fundamentals of international marketing together with these new issues, merely because it is often the daily reality that marketing executives are confronted with. Therefore, the theories and concepts of international marketing are presented in a concise form along with many real-world examples. For a comprehensive discussion of international marketing strategies and concepts, the reader is referred to the existing broad literature in the field of global or international marketing. Rather, this book shows potential connections and advances available to marketing through digitalization and how marketing can contribute to shaping a more sustainable future.

This book is appropriate for students and practitioners who are looking for an introduction into the subject of international marketing in light of digitalization and sustainability. It provides a solid foundation for more advanced courses in marketing. For readers who prefer brief readings, the book offers a compact and concise compilation of contemporary issues in international marketing.

Marketing and sustainability: A contradiction?

Marketing is often criticized and blamed for people buying things they neither want nor need. This makes marketing the driver of a consumption-oriented lifestyle, which is, at least in part, held responsible for current social challenges such as unhealthy nutrition, environmental destruction, child labor, overtourism and much more. So would society be better served if marketing were abolished? Or can marketing make a contribution for the better? This is the overall question that this book explores, without aiming to ultimately answer it. In international marketing, the challenge is the multiplicity of stakeholders in different economic, political, legal and cultural environments. The book does not aim to comprehensively name these challenges and

offer solutions. Rather, individual topics and aspects are singled out in order to raise awareness and to take a somewhat different look at a profession that is all too often reduced to the selling and advertising.

Structure of the book

After an introduction to the topics of globalization and sustainability, the internationalization process of companies is explained. The book then follows the archetypal process of the international expansion of firms. After strategic considerations, the next step involves the assessment and selection of prospective foreign markets. Consumer behavior across country markets, notably cultural differences and the peculiarities of international market research, are highlighted. Subsequently, the entry and operation modes when doing business in foreign markets are given attention. The international marketing mix – namely product and service decisions, pricing, distribution, promotion and sales – is explored. Finally, organization and leadership, as well as measurement and control as a means for the successful implementation of an international marketing strategy, comprise the closing chapter of the book.

Each chapter includes basic concepts and tools available to international marketing and all managers involved in international business. In addition, all chapters contain a discussion of the recent thematic issues in the context of sustainability and digitalization with many real-world examples.

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