

CONTENT

PREFACE.....	6
1 INTRODUCTION TO INTERNATIONAL MARKETING.....	7
1.1 Globalization, Internationalization and Territorial Expansion.....	7
1.2 Definition of International Marketing.....	12
1.3 Standardization versus Adaptation.....	16
2 INTERNATIONAL MARKETING RESEARCH AND RESEARCH METHODOLOGY IN INTERNATIONAL BUSINESS.....	26
2.1 Defining of International Marketing Research.....	27
2.2 Marketing Research at Global and European Environment. Multicultural Research.....	30
2.2.1 Importance of Research for International Marketing Decision.....	34
2.3 Designing of International Marketing Research.....	36
2.4 Sources of International Market Research: Business Research as a Part of International Marketing.....	37
2.4.1 Business Research.....	38
2.5 Quantitative versus Qualitative Researches.....	42
2.6 Research Methods of Quantitative and Qualitative Research.....	45
3 INTERNATIONAL ENTRY MODES AND EXPANSION STRATEGIES.....	56
3.1 Exporting Modes.....	57
3.2 Contractual Modes.....	58
3.3 Investment Modes.....	60
3.4 Expansion Strategies and Entry Mode Choice.....	63
4 CURRENT ISSUES IN THE MARKETING MIX.....	69
4.1 Product Policy.....	69
4.1.1 The Product Mix and Levels of the Product.....	70
4.1.2 Packaging and Branding.....	71
4.1.3 Product Life Cycle.....	74
4.1.4 Current trends in International Product Policy.....	77

4.2	Pricing Policy	82
4.2.1	Definition of Pricing and Related Terms.....	83
4.2.2	Pricing Strategies.....	87
4.2.3	Payment Methods and Delivery Terms.....	94
4.2.4	Countertrade Operations.....	98
4.3	Distribution Policy.....	103
4.3.1	Distribution Channels.....	104
4.3.2	Factors Influencing Distribution Policy.....	105
4.3.3	Distribution Strategies.....	106
4.4	Communication Policy.....	108
4.4.1	Traditional Communication Tools in International Marketing.....	109
4.4.2	Current Trends in International Marketing Communication.....	111
4.4.2.1	Guerrilla Marketing.....	111
4.4.2.2	Word of Mouth Marketing (WoMM).....	113
4.4.2.3	Viral Marketing.....	115
4.4.2.4	Influencer Marketing.....	117
4.4.2.5	Product Placement.....	119
4.4.2.6	Retro Marketing.....	120
4.4.2.7	Event Marketing.....	122
4.4.2.8	Digital Marketing.....	123
4.4.2.9	Neuromarketing.....	125

5 PLANNING, ORGANIZATION AND CONTROL OF THE INTERNATIONAL MARKETING OPERATIONS.....131

5.1	Planning of the International Marketing Operations.....	132
5.1.1	Types of Planning in Marketing Business Activities.....	134
5.1.2	The International Planning Process.....	136
5.2	Organization of the International Marketing Operations.....	137
5.2.1	Types of Organization in Marketing Business Activities.....	139
5.3	Control of the International Marketing Operations.....	140
5.3.1	Types of Controls in Marketing Business Activities.....	142

6	SELECTED ISSUES OF DOING BUSINESS AND MARKETING IN LESS DEVELOPED AND EMERGING MARKETS.....	148
6.1	Basic Characteristics and Classification of Emerging Markets.....	149
6.1.1	Market Potential Index (MPI).....	152
6.1.2	S&P Emerging BMI.....	158
6.1.3	FTSE International Country Classification.....	158
6.1.4	MSCI Emerging Markets Indices.....	161
6.2	Emerging and Less Developed Markets as a Challenge for Marketing and Business.....	163
6.3	Poverty and Least Developed Markets.....	166
6.4	Marketing in Poverty.....	169
7	CURRENT SITUATION IN THE WORLD AND ITS IMPACT ON MARKETING.....	182
7.1	COVID-19 Pandemic as One of the Most Significant Changes in the Modern Marketing History.....	182
7.2	Way the Pandemic Changed the Marketing.....	187
7.3	Russian Invasion of Ukraine and Ukraine Refugee Crisis.....	195
7.4	Impact of Russian Invasion of Ukraine on Marketing.....	198