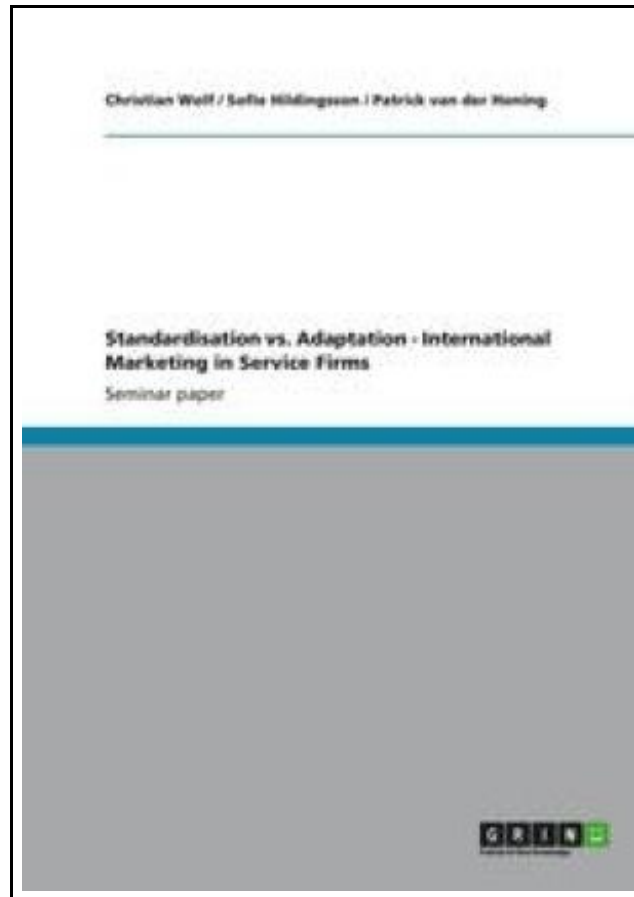


Standardisation vs. Adaptation - International Marketing in Service Firms



Filesize: 3.84 MB

Reviews

This written publication is wonderful. It is probably the most incredible publication i actually have read through. Its been written in an extremely basic way in fact it is merely following i finished reading this publication where basically transformed me, alter the way i believe.

(Adan Fritsch)

STANDARDISATION VS. ADAPTATION - INTERNATIONAL MARKETING IN SERVICE FIRMS

[DOWNLOAD](#)

GRIN Verlag Jul 2011, 2011. sonst. Bücher. Book Condition: Neu. 209x144x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 8 von 10 P, Jönköping International Business School (-), course: International Marketing, 16 entries in the bibliography, language: English, abstract: 1 Introduction Within the course International Marketing, the third project deals with academic research in international marketing and internationalisation. We have chosen to focus on the inter-national dimension of standardisation versus adaptation in service marketing. We will mainly discuss four typologies of services by McLoughlin & Fitzsimmons (1996), Lovelock (1983), Välikangas & Lehtinen (1990), and Clark & Rajaratnam (1999) and their implications for the standardisation versus adaptation trade-off. However, we will first give an overview about earlier research done within this field. Some services were international in scope long before the term 'scientific management' was ever invented or the first marketing course was taught. Shipping was an essential in-gredient in opening up early trade routes, with banking and insurance following and then facilitating them. In time, large companies emerged to operate international marine freight and passenger services, developing a network of agents in different ports to represent them. As more and more organisations offer services in foreign markets - often around the world - and as international trade in services increases, important questions are being raised concerning the design and implementation of international service marketing strategies. Research on internationalisation of services has been more limited than for manufactured goods and has tended to focus on methods of entry into foreign markets (see Vandermerwe & Chadwick, 1989; Johansson, 1990; Ikechi & Sivakumar, 1998). But there are other issues, as well; international strategies, scale and 20 pp....



[Read Standardisation vs. Adaptation - International Marketing in Service Firms Online](#)



[Download PDF Standardisation vs. Adaptation - International Marketing in Service Firms](#)

See Also



Childrens Educational Book Junior Vincent van Gogh A Kids Introduction to the Artist and his Paintings. Age 7 8 9 10 year-olds SMART READS for . - Expand Inspire Young Minds Volume 1

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 26 pages. Dimensions: 9.8in. x 6.7in. x 0.2in.Van Gogh for Kids 9. 754. 99-PaperbackABOUT SMART READS for Kids.

[Read Document »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read Document »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read Document »](#)



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your...

[Read Document »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Read Document »](#)