



Chapter 1

Introduction to

Global Marketing



Global marketplace/Local markets

- ✦ Brands from one country are available in other countries
 - E.g. McDonalds, Sony, Nokia, Levis, etc. are available world over
- ✦ Local brands compete with global brands
 - E.g. McDonalds & Jollibee in Philippines; Sony and Kenstar in India; Swatch and Titan in India; Kiki and Vogue Girl in Japan, etc.
- ✦ Products are results of a value chain that encompasses several countries.
 - E.g. automobiles, A-380

Global marketing vs. traditional marketing

- ✦ Mind-set – evaluates global opportunities and threats on a continuous basis
- ✦ Scope of activities – important activities conducted outside the home country
- ✦ Seek markets in other countries
- ✦ Standardization vs. adaptation decisions