

Emerging trends, threats, and opportunities in international marketing : what executives need to know

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Abstrak

The context of international business has evolved over the years and has always reflected the climate of the time. Three major changes that have taken place in the last decade or so should be noted. First, the landscape of the global economy changed drastically in the last decade or so. Second, the explosive growth of information technology tools, including the Internet and electronic commerce (e-commerce), has had a significant effect on the way we do business internationally. Third, it is an underlying human tendency to desire to be different when there are economic and political forces of convergence (often referred to as globalization).