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"Following the success of its predecessor, the second edition updates and broadens the scope from "'country image'" to "'place branding.'" Many new studies have emerged since the first edition was published, and they are integrated in the new edition. The second edition is still aimed at three audiences: students of international marketing and business courses as a supplement to global product and advertising strategy; to international marketing managers; and to those industry and government officials who must deal with the problems of creating and maintaining a country's national image. "

Measuring Country Image - Alexander Buhmann - 2016-08-29
Alexander Buhmann develops a new model for measuring the constitution and effects of country images by combining well-established concepts from national identity theory and attitude theory with a recent model from reputation management. The model is operationalized and tested in two
psychology, sociology, communication, and political science. This volume the country image affect each other and ultimately lead to the facilitation of behavioral intentions. The book introduces a theory-grounded approach to clarify the dimensionality of the country image. It is the first to operationalize and test the dimensions of the country image by combining formative and reflective measures in a mixed-specified model.

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Bridging Disciplinary Perspectives of Country Image Reputation, Brand, and Identity - Diana Ingenhoff - 2018-11-09
Country image and related constructs, such as country reputation, brand, and identity, have been subjects of debate in fields such as marketing, psychology, sociology, communication, and political science. This volume provides an overview of current scholarship, places related research interests across disciplines in a common context, and illustrates connections among the constructs. Discussing how different scholarly perspectives can be applied to answer a broad range of related research questions, this volume aims to contribute to the emergence of a more theoretical, open, and interdisciplinary study of country image, reputation, brand, and identity.

Branding the Nation - Melissa Aronczyk - 2013-10-03
What happens to the nation when it is reconceived as a brand? How does nation branding change the terms of politics and culture in a globalized world? Branding the Nation offers a unique critical perspective on the power of brands to affect how we think about space, value and identity.

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The approach of the chapters that comprise this volume is academically rigorous and at the same time managerially relevant, which is why I believe the book helps to push the made-in research agenda forward at the same time as it provides practitioners with new ideas they can apply to their brands.’ - Nicolas Papadopoulos, Carleton University, Canada The country of origin of goods and services can have positive or negative effect on customers' intentions to purchase. This book analyzes the impact of this effect on the international development of Italian companies in emerging markets. The chapters refer to a wide range of issues, including made-in effects in relation to ethnocentrism and to corporate social responsibility in small and medium-sized enterprises; the interactions and synergistic effects between product-related made-in images and the images of places as tourism destinations; distribution channel issues; ‘made-in topics' in relation
been comprehensively revised and its influential original framework
origin effects. The contributors propose strategies and tools that companies
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policies that might strengthen these efforts. This original work will prove to
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tourism destinations; distribution channel issues; ‘made-in topics’ in relation
to emerging markets; and a review of the relevant literature on country of
origin effects. The contributors propose strategies and tools that companies
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policies that might strengthen these efforts. This original work will prove to
be a valuable resource for students and researchers of international
marketing and strategy as well as policy makers.

**Nation Branding** - Keith Dinnie - 2015-08-27

Nation Branding: Concepts, Issues, Practice was the ground-breaking first
textbook to provide an overview of this recently established but fast-
growing practice, in which the principles of brand management are applied
to countries rather than companies. Many governments have invested in
country branding in order to strengthen their country’s influence, improve its
reputation, or boost tourism, trade and investment. This new edition has
modified to reflect the very latest changes to this still-developing field. It
remains an accessible blend of theory and practice rich with international
examples and contributions. Updates to this edition: New international
cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba,
India, Great Britain and many more; New contributions from distinguished
scholars, diplomats and businesspeople providing a range of case studies,
practitioner insights and academic perspectives; New Companion Website
to support the book featuring instructor aids such as PowerPoint
presentations for each chapter and an instructor manual; This much-
anticipated update to an influential book is an essential introduction to
country branding for students and policy makers.

**Global Branding and Country of Origin** - Gaetano Aiello - 2016-04-14

Creativity, Global Branding and Country of Origin (CoO) represent
conceptual fields of interest to both academics and practitioners. In the
product development, fashion design, fashion marketing and communication developing multi-faceted relationships nurtured by global drivers, such as international brands, but also by embedded elements, such the impact of specific geographical networks on creativity. As a result, the impact of Country of Origin on branding is, once again, a key topic in the global management field. This collection provides an opportunity for leading marketing scholars to share up-to-date research while addressing both domestic and multinational strategies for understanding global marketing and consumers. The chapters include brand-consumer relationships in a global environment, Country of Origin impact on business to consumer and business to business markets and creativity at the territorial level from a network perspective. This book was originally published as a special issue of Journal of Global Scholars Marketing Science.

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Creativity, Global Branding and Country of Origin (CoO) represent conceptual fields of interest to both academics and practitioners. In the contemporary environment, business and customers are increasingly developing multi-faceted relationships nurtured by global drivers, such as international brands, but also by embedded elements, such the impact of specific geographical networks on creativity. As a result, the impact of Country of Origin on branding is, once again, a key topic in the global management field. This collection provides an opportunity for leading marketing scholars to share up-to-date research while addressing both domestic and multinational strategies for understanding global marketing and consumers. The chapters include brand-consumer relationships in a global environment, Country of Origin impact on business to consumer and business to business markets and creativity at the territorial level from a network perspective. This book was originally published as a special issue of Journal of Global Scholars Marketing Science.

This book presents high-quality original contributions on the fashion supply chain. A wide spectrum of application domains are covered, processing of big data coming from digital and social media channels, fashion new product development, fashion design, fashion marketing and communication strategy, business models and entrepreneurship, e-commerce and omni-channel management, corporate social responsibility, new materials for fashion product, wearable technologies. The contents are based on presentations delivered at IT4Fashion 2017, the 7th International Conference in Business Models and ICT Technologies for the Fashion Supply Chain, which was held in Florence, Italy, in April 2017, and at IT4Fashion 2018, the 8th edition of the same conference, which was held in Florence, Italy, in April 2018. This conference series represents a targeted response to the growing need for research that reports and debates supply chain business models and technologies applied to the fashion industry, with the aim of increasing knowledge in the area of product lifecycle management and supply chain management in that industry.

Multinational Enterprise Management Strategies in Developing Countries - Khan, Mohammad Ayub - 2016-05-16
In contemporary economies, businesses must consistently make strides to strategy, business models and entrepreneurship, e-commerce and omni-channel management, corporate social responsibility, new materials for fashion product, wearable technologies. The contents are based on presentations delivered at IT4Fashion 2017, the 7th International Conference in Business Models and ICT Technologies for the Fashion Supply Chain, which was held in Florence, Italy, in April 2017, and at IT4Fashion 2018, the 8th edition of the same conference, which was held in Florence, Italy, in April 2018. This conference series represents a targeted response to the growing need for research that reports and debates supply chain business models and technologies applied to the fashion industry, with the aim of increasing knowledge in the area of product lifecycle management and supply chain management in that industry.
Studies 'An incomparably rich trove of work on the multifarious and contradictory "entanglements" between space, place, and brand. The volume helps us understand how and why "places of origin" play an ever greater role in the marketing of commodities, even while corporations continue to seek "placelessness" in pursuit of the bottom line. And it illuminates how and why entrepreneurial governments seeking to enhance global competitiveness increasingly turn to place branding – at the neighborhood, urban, and national scale – even while launching rounds of restructuring that undercut the authenticity and viability of local identities. A valuable and accessible contribution to the urban studies and cultural studies literature.' – Miriam Greenberg, University of California, Santa Cruz, US 'An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context.' – John A. Quelch, Harvard Business School, US Despite overstated claims of their 'global' homogeneity, ubiquity and contribution to 'flattening' spatial differences, the geographies of brands and branding actually do matter. This vibrant collection provides a comprehensive reference point for the emergent area of brand and branding geographies in a multi-disciplinary and international context. The eminent contributors, leaders in their respective fields, present critical reflections and synthesis of a range of conceptual and theoretical frameworks and methodological approaches, incorporating market research, oral history, discourse and visual analyses. They reflect upon the politics and limits of brand and branding geographies and map out future research directions. The book will prove a fascinating and illuminating read for academics, researchers, students, practitioners and policy-makers focusing on the spatial dimensions of brands and branding.

**Multinational Enterprise Management Strategies in Developing Countries** - Khan, Mohammad Ayub - 2016-05-16

In contemporary economies, businesses must consistently make strides to remain competitive and profitable at both national and international levels. Unlike in the developed world, corporations in developing nations face a different set of challenges for achieving growth. Multinational Enterprise Management Strategies in Developing Countries is an authoritative reference source for the latest scholarly research on diverse opportunities and obstacles facing multinational corporations in emerging economies. Highlighting innovative perspectives and real-world examples, this book is ideally designed for researchers, practitioners, upper-level students, and industry professionals interested in management approaches for achieving success in international corporations.

**Brands and Branding Geographies** - Andy Pike - 2011-01-01

The volume edited by Andy Pike includes contributions by several leading figures in the study of brands, places and place branding. . . However, this is not what makes the book a welcome addition to the literature. What really makes the book interesting is actually the brave attempt to deal with an intrinsically difficult topic, one that is rarely – if ever – explored: the relationship between brands and branding with the places in and around which these operate. Several facets of this relationship are explored in the book. . . The book is introduced nicely by Andy Pike in a chapter that sets the scene and clarifies the intentions of the book. . . I am glad the first book to handle these issues is on my shelves.' – Mihalis Kavaratzis, Regional
Place branding as an academic field is both challenging and under explored. In the face of an ever-expanding urban population, this Handbook addresses this knowledge deficit in order to illustrate how place branding can contribute to transforming urban agglomeration into sustainable and healthy areas.

**Handbook on Place Branding and Marketing** - Adriana Campelo - 2017-06-30

Place branding as an academic field is both challenging and under explored. In the face of an ever-expanding urban population, this Handbook addresses this knowledge deficit in order to illustrate how place branding can contribute to transforming urban agglomeration into sustainable and healthy areas.

**The Sochi Predicament** - Bo Petersson - 2013-11-25

For a variety of political, climatic, ecological, security-related and other reasons, the Russian summer resort of Sochi by the Black Sea would seem a most unlikely candidate for the Olympic Winter Games. Despite this, the Games will be held there in February 2014, and the Russian leaders regard the Games as a highly prestigious project underlining Russia’s return to a status of great power in the contemporary world. This book conducts a thorough inventory of the contexts, characteristics and challenges facing the Sochi Games. It deals with the problems from Russian, Georgian, Abkhazian and Circassian perspectives and makes in-depth analyses of profound challenges related to matters such as identity, security, and ethnic relations. The book brings together an international group of eminent scholars representing different disciplinary perspectives, including political science, sports science, ethics, ethnology, and Caucasian studies.
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**Handbook of Research on Entrepreneurial Success and its Impact on Regional Development** - Carvalho, Luísa - 2015-11-24

Inhaltsangabe: Abstract: "Made in Germany" is often regarded to be a guarantor for quality and reliability and German companies have a global reputation for manufacturing products that are superior to products of companies with a non-German identity. This thesis analyses the internationalisation process of the national image of "Made in Germany" with particular regard to Western Australia. The thesis starts with an assessment of recent developments in the global business environment before going on to highlight internationalisation strategies in general and paper focuses on the German context by presenting issues associated with the identity commonly attributed to Germans, including national identity, German culture, and German management styles and principles. An evaluation of the "country-of-origin" phenomenon, with a specific look at the case of "Made in Germany", and an assessment of German companies in the international arena conclude the section on the German context. A further focus of the thesis is the connection between Germany and Australia, specifically the attractiveness of the Western Australian market and German business presence in Australia. The method of research consists of two major parts: a theoretical framework and a empirical analysis. The theoretical framework is based on a study of literature and provides the foundation necessary for the empirical analysis. The empirical analysis consists of the collection of primary data by means of a questionnaire and the statistical interpretation thereof. The questionnaire was specifically compiled for this thesis. Findings of the paper include that "Made in Germany" is generally considered to be a competitive advantage over companies with a non-German national identity. Both the theoretical framework and the empirical analysis indicate that the national image of Germany and its accompanying positive reputation has been introduced successfully to Western Australia, although German companies operating within Australia seem to adopt a "Be German, Act Australian" approach. A German dominance prevails in the ownership of the organisation while nationality of staff, in-house business culture and management styles and principles are predominantly non-German/Australian. Respondents thus act and are global and local at the same time. Inhaltsverzeichnis: Table of Contents: List of Tables and Figures
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Destination Brands - Nigel Morgan - 2012-05-23
This textbook shows how cities, regions and countries adopt branding
strategies similar to those of leading household brand names in an effort to
differentiate themselves and emotionally connect with potential tourists. It
asks whether tourist destinations get the reputations they deserve and uses
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between competitive identity and strategic tourism policy making.

Asia Branding - - 2017-09-16

ICE-BEES 2020 - Yozi Aulia Rahman - 2021-05-18
We proudly present the proceedings of 3rd International Conference on
Economics, Business and Economic Education Science 2020 (ICE-BEES
2020). It focuses on the relation of economics, business, education,
environment and sustainable development. The issue of economics and
sustainable development is important today, especially in the time of
Covid-19, not only globally, but also Indonesia nationally to the local level.
There are several important issues related to this, both institutionally and
the relationships between individuals and groups in supporting the agenda
of sustainable development. More than 150 manuscripts were presented at
this conference with around 49 of them selected to be published in
proceedings. We hope by this conference, discussions on the importance of
sustainable development will increasingly become an important concern
together and bring better response from the government and social
relations for development.
The Making and Circulation of Nordic Models, Ideas and Images - Haldor Byrkjeflot - 2021-10-20
This critical and empirically based volume examines the multiple existing Nordic models, providing analytically innovative attention to the multitude of circulating ideas, images and experiences referred to as "Nordic". It addresses related paradoxes as well as patterns of circulation, claims about the exceptionality of Nordic models, and the diffusion and impact of Nordic experiences and ideas. Providing original case studies, the book further examines how the Nordic models have been constructed, transformed and circulated in time and in space. It investigates the actors and channels that have been involved in circulating models: journalists and media, bureaucrats and policy-makers, international organizations, national politicians and institutions, scholars, public diplomats and analyses where and why models have travelled. Finally, the book shows that Nordic models, perspectives, or ideas do not always originate in the Nordic region, nor do they always develop as deliberate efforts to promote Nordic interests. This book will be of key interest to Nordic and Scandinavian studies, European studies, and more broadly to history, sociology, political science, marketing, social policy, organizational theory and public management. The Open Access version of this book, available at http://www.taylorfrancis.com, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

This book presents the latest research on national brand and private label marketing - in a collection of original and highly relevant contributions to the 2018 International Conference on National Brand & Private Label Marketing in Barcelona. It covers a wide range of topics from fields as varied as retailing, marketing, general business, psychology, economics and statistics. Further, the papers address diverse areas of application, including: purchase-decision models, premium private labels, decisions involved in introducing new products, M-commerce, private label adoption, assortment decisions, private label pricing, brand equity and collaborative relationships. The main theme of the 2018 conference was "Building Strong Brands in the Digital Age".

The issue of economics and sustainable development is important today, especially in the time of Covid-19, not only globally, but also Indonesia nationally to the local level. There are several important issues related to this, both institutionally and the relationships between individuals and groups in supporting the agenda of sustainable development. More than 150 manuscripts were presented at this conference with around 49 of them selected to be published in proceedings. We hope by this conference, discussions on the importance of sustainable development will increasingly become an important concern together and bring better response from the government and social relations for development.
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Qualitative Consumer Research - Russell W. Belk - 2017-08-18
Using some of the latest qualitative research tools, this volume highlights insights about consumption ranging from how consumers process advertising messages, to how small retailers can combat the practice of "showrooming" by consumers comparing online prices with mobile devices.

The proceedings of the 2014 International Conference on Logistics, Informatics and Services Sciences (LISS’2014) gather 259 papers on the latest fundamental advances in the state of the art and practice of logistics, informatics, service operations and service science. The books is divided into four main sections focusing on different aspects: Service Management, Logistics Management, Information Management, and Engineering Management. It also covers ten special sessions: Advanced Management Decision Making Techniques and Application; Freight Transportation and Information Technology; Free Trade Zone (FTZ) and Supply Chain Management; Innovation in Service Science; Comprehensive Service; International Trade and Investment of Service Industries Theories and Practices, Trends and Strategies; Supply Chain Management, Industrial Economy and Urban Logistics; Management Process Optimization Modeling & Data Analysis; Logistics Management & IOT Technology Application; and Digital Publishing & Media. The papers in each section describe state-of-art research works that are often oriented towards real-world applications and highlight the benefits of related methods and techniques for developing the emerging field of service science, logistics and informatics.

MALAYSIA Collection of Essays - Firend Al. Rasch -
Impressed with the economic performance of Malaysia, triggered an interest in examining how Malaysia (then under PM Mahathir) managed to pull out of the financial crisis of 1997, that gripped much of South East Asia. Years later, Malaysia managed to pull itself out of the financial crisis, and to
Years later, Malaysia managed to pull itself out of the financial crisis, and to to a country with unique history, resources, and marvelous people. The deeper my research of Malaysia, the more my frustration grew with the lack of ability of a nation to move into a unique socio-economic position. That is, to equalize with Singapore, or compete at the global level with Korea. I chose 2020 to publish this body of work, because I was waiting to confirm my hypothesis that Malaysia will not manage to achieve Wawasan 2020 (vision 2020), which is to be amongst 1st world nations. Failing to achieve vision 2020 is no coincidence. Malaysia is stuck in the middle between cheap production countries such as Vietnam and Korea, and services-based economies such as Singapore. The first essay that follows the introduction is called The Phenomenon of Economic Inertia. The premise for this research paper is that Malaysia is suffering from a phenomenon of inertia, economically however, that it is incapable of pulling itself out of its current position like many developing nations) for number of reasons. With corruption being deeply rooted in the varying layers of society, and a leadership that failed to control corruption (as in the case of Singapore) and move the country into globally competitive position. This is what is meant by a "Phenomenon of Inertia" that is a conscious self-inflicted condition. The human factor in the hypothesis of "Phenomenon of Inertia" does comprise of society at large; people, leadership, and institutions. Managerial practices in Malaysia are still hierarchical and power based. Such hierarchy and power bases, are an evident participant in the inner-play of socio-economics of the Malaysian nation. The Malaysian current state of affairs (as of 2020) is self-inflicted condition. With the Malaysia education system being deeply flawed. This naturally led into the state of Malaysian lack of industrial competitiveness, which is not breaking through its global competitors. With so much to offer, Malaysia still has a great chance to make the leap forward to achieve its Wawasan to be realized in a later date, as long as it gets there. This will entirely depend on the will of the Malaysian people collectively.

Rediscovering the Essentaility of Marketing - Luca Petruzzellis - 2016-06-27
This book contains the full proceedings of the 2015 Academy of Marketing
The enclosed papers focus on new research ideas on vibrant topics that can help academics and practitioners gain new perspectives and insights into today’s turbulent marketplace. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy’s flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

**Social Power in International Politics** - Peter van Ham - 2010-04-05

Social power, defined as "the ability to set standards, create norms and values that are deemed legitimate and desirable, without resorting to coercion or payment", is a central part of contemporary international politics. This text introduces and defines the concept of social power and considers how it works in international politics. It demonstrates how social power is a complex phenomenon that manifests itself in a wide variety of ways and circumstances, particularly in culture, institutions, law, and the media. Providing a global perspective on the role of social power from the EU, the US, the Middle East, and China, this book: Focuses on the key aspects of social power: centrality, complexity, and comprehensiveness. Examines the complex relationship between soft and hard power, the role of the media, and new communications technologies. Explores the interplay between state and non-state actors in framing the public discourse, setting the agenda, molding identities, and ultimately determining the outcome of policy processes. Features a broad range of international case studies and addresses issues including: culture and pop culture, media, public diplomacy, and branding. With particular focus on the social power of non-state actors, such as non-governmental organizations, the media, and consumers, Social Power in International Politics offers a thought-provoking new perspective on how power is exercised in the complex reality of the
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Indications of geographic origin for foodstuffs and manufactures have become an important source of brand value since the beginnings of globalization during the late nineteenth century. In this work, David M. Higgins explores the early nineteenth-century business campaigns to secure national and international protection of geographic brands. He shows how these efforts culminated in the introduction of legal protocols which protect such brands, including, 'Champagne', 'Sheffield', 'Swiss made' watches and 'Made in the USA'. Higgins explores the major themes surrounding these indications, tying in the history of global marketing and the relevant laws on intellectual property. He also questions the effectiveness of European Union policy to promote 'regional' and 'local' foods and why such initiatives brought the EU in conflict with North America, especially the US. He extends the study with a reflection on contemporary issues affecting globalization, intellectual property, less developed countries, and supply chains.

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Demystifying Theories in Tourism Research - Kelly Bricker - 2015-12-04
It often seems that there is more confusion than consensus regarding tourism theory. Does tourism have theories it can truly own, or does it just borrow from other academic disciplines? It can be difficult to understand the theories and conceptual frameworks available, and how to apply these ideas to a research endeavor. This book reviews theoretical perspectives on tourism from planning and management, through marketing and host communities to the tourism consumers themselves. Covering issues such as tour guiding, rural tourism development and destination image, it provides a complete guide to the industry. Including pedagogical features throughout, this book is an accessible approach to a controversial subject.

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Marketing Innovations for Sustainable Destinations - Alan Fyall - 2009-09-06
A collection of groundbreaking and stimulating chapters that explore innovative marketing operations, interactions and experiences, illustrating how each contributes to the sustainable development of destinations.

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EcoDesign and Sustainability II - Yusuke Kishita - 2020
This book highlights cutting-edge ecodesign research, covering product and service design, smart manufacturing, and social perspectives in ecodesign. Featuring selected papers presented at EcoDesign 2019: 11th International Symposium on Environmentally Conscious Design and Inverse Manufacturing, it also includes diverse, interdisciplinary approaches to foster ecodesign research and activities. In the context of Sustainable Development Goals (SDGs), it addresses the need for the manufacturing industry to design innovations for sustainable value creation, taking into account technological developments, legislation, and consumer lifestyles. Further, the book discusses the concept of circular economy, which originated in Europe and aims to increase resource efficiency by shifting away from the linear economy. Focusing on product life cycle design and management, smart manufacturing, circular economy, and business strategies, and providing useful approaches and solutions to these emerging concepts, this book is intended for both researchers and practitioners working in the broad field of ecodesign and sustainability.

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This is the first-ever book about product and country images. It goes
considerably beyond what was known until now about these images on
buyer behavior and international market strategy. Thousands of companies
use country identifiers as part of their international marketing strategy and
hundreds of researchers have studied the ways in which these identifiers
influence behavior. As markets become more international, the more
prominently the origin of products will figure in sellers’and
buyers’decisions. The time is ripe for practitioners and academicians to
delve into the insights offered in this seminal volume so as to better prepare
for meeting the competitive challenges of the global marketplace. National
stereotyping and consumer biases in favor or against countries, based on
image, have been known for some time to influence their marketplace
decisions. Businesspeople who want to learn how to use country identifiers
effectively, when to use them and when to avoid them, and how country
images affect the behavior of consumers in their target markets will want to
read this book cover to cover. Product-Country Images discusses the nature
and role and influence of product-country images in international marketing
strategy and consumer behavior. It is a wide-ranging and state-of-the-art
book offering specific information and case studies to further understand-
ing of the various aspects of this complex topic. Written by the world’s
preeminent researchers in the field from both academic and business
sectors—a total of twenty-nine researchers from eleven countries—Product-
Country Images presents the work of some of the best minds in the area—
Johansson, Morello, Nebenzahl and Jaffe, Crawford and Lumpkin, Yaprak,
Liefeld, and Wall, and the editors, Papadopoulos and Heslop, who have also
authored some of its chapters. The chapters cover areas related to the main
theme from both theoretical and practical perspectives and address
questions of international marketing strategy, public policy, and research
executives, public policymakers, academic researchers, and university
students. Generally, the influence of product country images is so pervasive
that this will be an indispensable reference and guidebook to anyone
interested in understanding better, and/or enhancing the effectiveness of,
international consumer behavior, international marketing, and international
marketing strategy. Academic researchers specializing in country-product
images, international marketing, and other fields, such as decisionmaking,
cultural anthropology, international behavior, and perhaps most
importantly, social psychology for international relations, will find readily
applicable information and new directions for further research.
International business marketing practitioners and public policymakers will
find the practical information on the role and importance of country image
in attracting foreign investment, promoting a nation’s exports, protecting
domestic markets from imports, and capitalizing on major international
events for promoting national image immediately useful in formulating
strategies and policies. International marketing/business students will be
better prepared for a competitive world from being exposed to this field of
knowledge and its implications which are relevant to many subdisciplines.
The made-in notion is a matter of tremendous importance in international
marketing strategy, public policymaking, and research. With this in mind,
editors Papadopoulos and Heslop take special care to achieve a blend of
practice and theory and of the strategic, policy, and research perspectives.
As such, Product-Country Images is divided into five main sections so that
readers will be able to find the information they need: In the first section,
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**International Business: Concepts, Methodologies, Tools, and Applications** - Management Association, Information Resources - 2016-03-17

Business transactions and partnerships across borders have become easier than ever due to globalization and global digital connectivity. As part of this shift in the business sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business globally. International Business: Concepts, Methodologies, Tools, and Applications presents the latest research innovations focusing on cross-cultural communications and training, international relations, multinational enterprises, outsourcing, international business strategies, and competitive advantage in the global marketplace. This publication is an exhaustive multi-volume work essential to academic and corporate libraries who serve researchers, scholars, business executives and professionals, and graduate-level business students.

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**Exploring Management Through Qualitative Research** - Marta Najda-Janoszka - 2018-01-01

Our intention with this special issue is to continue a rich, scholarly dialogue on producing insightful qualitative research in the management field. Being engaged in fieldwork through varied research endeavors, we have experienced challenges and uncertainties when doing qualitative research (e.g., Najda-Janoszka, 2016a, 2016b; Daba-Buzoianu, Bira, Tudorie & Duduciuc, 2017; Daba-Buzoianu & Bira, 2017). Despite a growing number of studies pertaining to the interpretative approach, there are no universal standards for conducting qualitative inquiry (Bluhm, Harman, Lee, & Mitchell, 2010; Cassell & Symon, 2015). Moreover, advocates of qualitative research have been arguing against development of such standards (Sinkovics & Alfoldi, 2012; Pratt, 2009), because it could put at risk the fluid and emergent nature of qualitative research (Cassell & Symon, 2015). Hence, the enduring dilemma relates to the balance between the creative, inherent messiness of qualitative research and methodological rigor (Cyfert, 2014; Sinkovics & Alfoldi, 2012). We agree with the standpoint of Symon, Cassell and Johnson (2016) that evaluation criteria should not marginalize alternative perspectives nor impose unified normative practices. Representing different research backgrounds (strategic management, communication) as well as perspectives (organizational, individual) we have discussed promising opportunities for management studies stemming from confronting distinct research traditions within an interpretive approach. The biennial conference, Qualitative Research in Communication (QRC) in Bucharest, provided the perfect environment to enhance such a debate and resulted in a call for this special issue. Papers included in the issue do not contribute to the standardization trend but are expected to show the diversity of methods used and phenomena studied in the qualitative research in management.

**Thriving in a New World Economy** - Kirk Plangger - 2015-10-20

This volume includes the full proceedings from the 2012 World Marketing Congress and Cultural Perspectives in Marketing held in Atlanta, Georgia with the theme Thriving in a New World Economy. The focus of the conference and the enclosed papers is on global marketing thought, issues
With culinary nationalism defined as a process in flux, as opposed to the limited concept of national cuisine, the contributors of this book call for explicit critical comparisons of cases of culinary nationalism among Asian regions, with the intention of recognizing patterns of modern culinary development. As a result, the formation of modern cuisine is revealed to be a process that takes place around the world, in different forms and periods, and not exclusive to current Eurocentric models. Key themes include the historical legacies of imperialism/colonialism, nationalism, the Cold War, and global capitalism in Asian cuisines; internal culinary boundaries between genders, ethnicities, social classes, religious groups, and perceived traditions/modernities; and global contexts of Asian cuisines as both nationalist and internationalist enterprises, and “Asia” itself as a vibrant culinary imaginary. The book, which includes a foreword from Krishnendu Ray and an afterword from James L. Watson, sets out a fresh agenda for thinking about future food studies scholarship.

Culinary Nationalism in Asia - Michelle T. King - 2019-07-11

With culinary nationalism defined as a process in flux, as opposed to the limited concept of national cuisine, the contributors of this book call for explicit critical comparisons of cases of culinary nationalism among Asian regions, with the intention of recognizing patterns of modern culinary development. As a result, the formation of modern cuisine is revealed to be a process that takes place around the world, in different forms and periods, and not exclusive to current Eurocentric models. Key themes include the historical legacies of imperialism/colonialism, nationalism, the Cold War, and global capitalism in Asian cuisines; internal culinary boundaries between genders, ethnicities, social classes, religious groups, and perceived traditions/modernities; and global contexts of Asian cuisines as both nationalist and internationalist enterprises, and “Asia” itself as a vibrant culinary imaginary. The book, which includes a foreword from Krishnendu Ray and an afterword from James L. Watson, sets out a fresh agenda for thinking about future food studies scholarship.

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This volume addresses the challenges faced by value-added networking and innovation, both for firms' strategies and public policies in a context increasingly influenced by dynamics of interacting networks that underlie knowledge, creation, diffusion, and utilization. Part one deals with national institutions and policies to support science, networking, and innovation, ranging from legislation affecting university business relationships, national support systems for high-technology firms, to systems through which country brands can be developed. Part two addresses the need for value-added learning by local and regional governments concerning the building of an innovation system and the adoption of new ICT applications in cities. Part three focuses on firms, their management and strategies, and their performance in terms of innovativeness and growth.

**International Marketing Strategy** - Giovanna Pegan - 2019-11-26
Consumers in most parts of the world now have global access to products beyond those offered in their countries and cultures. This new space for comparison defined by globalization can result in very different purchasing behaviors, including those influenced by the 'country of origin'. This book investigates this effect, one of the most controversial fields of consumer literature, from a company perspective. In particular, it demonstrates the strategic relevance of the country of origin in creating and making use of the value in foreign markets. It also addresses the challenges connected with utilizing the value of the country of origin by considering different entry modes and international marketing channels. Further, it considers the role of international importers and international retailers' assortment strategies in terms of value creation in foreign markets. Combining theory and practice, the book features diverse company perspectives and interviews with importers and retailers.
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Reshoring of Manufacturing - Alessandra Vecchi - 2017-07-10
This book examines key aspects of the increasingly important phenomenon of reshoring – the decision of companies to reverse offshoring by bringing manufacturing back from overseas. The aim is to equip readers with a full understanding of the current extent of reshoring, its drivers, and the associated opportunities and challenges. The impact of governments’ economic policies on the location choices of entrepreneurs in an era of globalization is carefully analyzed, drawing on experiences in the United States and Italy, where contrasting encouragement is provided for reshoring decisions. The effect on reshoring of recent developments regarding technology, the environment, and other factors is assessed in depth, and readers will also find close scrutiny of the relationship between reshoring and manufacturing performance. The book will be of interest to all academics, researchers, and practitioners with an interest in the manufacturing industry and will be an excellent teaching aid for a variety of courses in different disciplines at both undergraduate and postgraduate level.

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