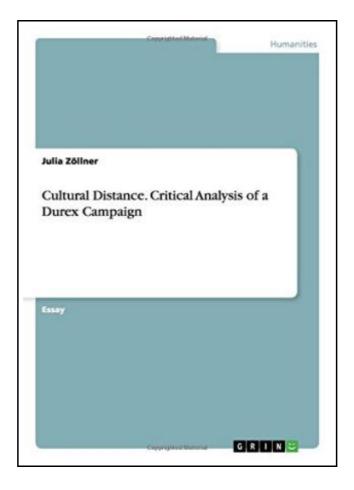
Cultural Distance. Critical Analysis of a Durex Campaign



Filesize: 1.75 MB

Reviews

Thorough guide! Its this sort of excellent read. It is really simplified but unexpected situations in the 50 % in the book. You are going to like just how the blogger create this publication.

(Prof. Lela Steuber)

CULTURAL DISTANCE. CRITICAL ANALYSIS OF A DUREX CAMPAIGN



GRIN Verlag Gmbh Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 223x149x7 mm. Neuware - Essay from the year 2014 in the subject Sociology - Consumption and Advertising, grade: 70, Kingston University London, course: Global Marketing, language: English, abstract: 'The failure to take cultural differences between countries into account has been the cause of many business failures'. Globalisation not only reaches all companies worldwide but influences international businesses in their ambition to enter into new markets and reach operational efficiency as well as profitability. Since one cannot automatically assume that the culture of foreign market is analogue to the home market, the success of the expanding strategy depends on the appropriate consideration of systematic variation between cultures. Therefore, the degree of similarities shared by societies needs to be quantified and forms the basis for either adaptation or standardisation in the targeted market. Especially when it comes to marketing decisions a product's success depends on the accuracy of the predicted consumer behaviour in respect of its values and attitudes. In this essay, the three major large-scale dimensional frameworks by Hofstede (1980), Schwartz (1980) and GLOBE (2004) are compared and the practicality of the frameworks on consumer behaviour will be evaluated. Furthermore, the relevance of the cultural distance approaches to the marketing of Durex is shown. 16 pp. Englisch.



Read Cultural Distance. Critical Analysis of a Durex Campaign Online Download PDF Cultural Distance. Critical Analysis of a Durex Campaign

See Also



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Save eBook »



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book....

Save eBook »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Save eBook »



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the...

Save eBook »



It's a Little Baby (Main Market Ed.)

Pan Macmillan. Board book. Book Condition: new. BRAND NEW, It's a Little Baby (Main Market Ed.), Julia Donaldson, Rebecca Cobb, It's a Little Baby is a beautiful and engaging book for little ones from Julia...

Save eBook »



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book

Save eBook »



The Victim's Fortune: Inside the Epic Battle Over the Debts of the Holocaust

HarperCollins. Hardcover. Book Condition: New. 0066212642 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-I

Save eBook »



The Gravedigger's Daughter

Ecco. Hardcover. Book Condition: New. 0061236829 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-I

Save eBook »



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic.

Save eBook »



Fifth-grade essay How to Write

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 272 Publisher: one hundred Press Pub. Date: 2008-10-1. Contents: The first semester

Save eBook »