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This book proposes a theoretical framework identifying external and internal factors that influence internationalization strategy of Chinese brands and brand performance. It explores several key strategies e.g. standardization versus adaptation, price leadership versus branding, OBM export versus OEM export, and incremental versus leap-forward internationalization model. The relationships are examined between various international marketing mix e.g. distribution channel and pricing strategies, and brand performance. Through case studies the text also analyses the internationalization of contract-based firms.

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The essential guide to beginning your career in architecture The Architecture Student's Handbook of Professional Practice opens the door to the vast body of knowledge required to effectively manage architectural projects and practice. A professional architect is responsible for much more than design; this book is specifically designed to help prepare you for the business and administrative challenges of working in the real-world—whether you are a student or are just starting out in practice. It provides clear insight into the legal, financial, marketing, management, and administrative tasks and issues that are integral to keeping a firm running. This new edition has been restructured to be a companion textbook for students undertaking architectural practice classes, while also fulfilling

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the specific knowledge needs of interns and emerging professionals. It supplements information from the professional handbook with new content aimed at those setting out in the architectural profession and starting to navigate their careers. New topics covered in this new edition include: path to licensure, firm identity, professional development, strategic planning, and integrated project delivery. Whether you want to work at a top firm, strike out on your own, or start the next up-and-coming team, the business of architecture is a critical factor in your success. This book brings the fundamentals together to give you a one-stop resource for learning the reality of architectural practice. Learn the architect's legal and ethical responsibilities Understand the processes of starting and running

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your own firm Develop, manage, and deliver projects on time and on budget Become familiar with standard industry agreements and contracts Few architects were drawn to the profession by dreams of writing agreements and negotiating contracts, but those who excel at these everyday essential tasks impact their practice in innumerable ways. The Architecture Student's Handbook of Professional Practice provides access to the "nuts and bolts" that keep a firm alive, stable, and financially sound.

James E. Austin's case studies are designed to help managers effectively compete in the Third World business environment. Designed for business school courses and in-house company training programs, this companion to *Managing in Developing Countries*

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presents 35 case studies organized around Professor Austin's Environmental Analysis Framework, a powerful, field-tested tool designed to help managers examine, prepare for and compete in the Third World business environment. Through comprehensive and thoroughly tested classroom-tested cases, Austin systematically examines the economic, political, and cultural factors of each country at international, national, industry, and company levels. The cases also reveal the critical strategic issues and operating problems that managers will encounter in developing countries--in governmental relations, finance, marketing, production, and organization.

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Global Marketing Management, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing managers work across business functions to achieve overall corporate goals. The author provides relevant historical background and offers logical

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explanations of current trends based on information from marketing executives and academic researchers around the world. Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the text discusses marketing management in light of the drastic changes the global economy has undergone, the explosive growth of information technology and e-commerce, the economic and political forces of globalization, and the various consequences of corporate action such as environmental pollution, substandard food safety, and unsafe work environments. Each chapter contains review and discussion questions to encourage classroom

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Participation and strengthen student
learning.

The Academy of International Business (UK and Ireland Chapter) Published in association with the UK and Ireland Chapter of the Academy of International Business. This book presents the main trends in International Business, with special emphasis on how these trends can shape and help propel the field forward. Covering a variety of timely topics, from AI to the belt and road initiative, the book enhances our understanding of how and why technology, funding, policies, managerial decisions, cultural differences, and changes in subsidiaries can affect businesses that operate in foreign markets. A valuable resource for scholars and students in

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International business, this book provides fresh perspectives into the changing global business environment. Spiros Batas (PhD, University of Edinburgh, UK) is Senior Lecturer in International Business at University of Northampton and visiting Lecturer at Lancaster University Management School. His expertise covers International Entrepreneurship, the role of social capital in internationalization of high technology firms and family firm internationalization. His academic work has been published in peer reviewed books. He was the chair of the 47th AIB-UKI conference and he is member of the AIB-UKI executive board. Olli Kuivalainen (D.Sc., Lappeenranta University of Technology, Finland) is Professor of International Marketing and

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Entrepreneurship at LUT University
School of Business and Management.
His expertise covers broad areas of
international business, marketing and
entrepreneurship and their interplay,
also with advancement of
technologies. His academic work has
been published in journals such as
Journal of International Business
Studies, Journal of World Business,
International Business Review,
International Marketing Review,
Journal of International Marketing,
Industrial Marketing Management,
Technovation, and International Small
Business Journal. Rudolf R. Sinkovics
(Dr. rer.soc.oec., WU-Vienna, Austria)
is Professor of International Business
at University of Glasgow, Adam Smith
Business School and Visiting
Professor at LUT University, Finland.
His research writing covers issues of

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inter-organizational governance, and the role of ICT, with a current focus on responsible business. His work has been published in journals such as Journal of International Business Studies, Management International Review, Journal of World Business, International Business Review, Journal of International Management, Journal of Business Research, Journal of International Marketing and International Marketing Review. He is co-editor-in-chief for critical perspectives on international business, Consulting editor for Journal of World Business and Associate editor for Transnational Corporations and serves on a number of editorial boards. .

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