

# Contents

---

<i>List of contributors</i>	viii
<i>Foreword</i>	xii
<i>Preface</i>	xiv

## PART I INTRODUCTION

1. State-of-the-art review of research in international marketing management <i>Masaaki Kotabe</i>	3
2. Market orientation, learning orientation, and innovativeness in the global marketplace: moderating roles of organizational memory and market turbulence <i>G. Tomas M. Hult and Destan Kandemir</i>	42
3. The dynamics of international market withdrawal <i>Pieter Pauwels and Paul Matthyssens</i>	57
4. Regionalization of multinationals: implications for research in international marketing <i>M. Krishna Erramilli</i>	81

## PART II ENTRY STRATEGY

5. Managerial preferences for strategic alliance attributes: some global contrasts <i>David B. Montgomery and Allen M. Weiss</i>	99
6. The political economy explanation of international market entry mode choice: an exploratory study <i>Shaoming Zou, Charles R. Taylor and S. Tamer Cavusgil</i>	134
7. Foreign market entry modes: a sequentially embedded decision approach <i>F. Esra Gençtürk</i>	148

## PART III CROSS-CULTURAL RESEARCH ISSUES

8. Measurement problems in cross-national consumer research: the state-of-the-art and future research directions <i>Attila Yaprak</i>	175
--	-----

9.	Experimental economic approaches to international marketing research <i>Nancy R. Buchan</i>	190
10.	Culture theory in international marketing: an ontological and epistemological examination <i>Cheryl C. Nakata</i>	209
11.	Language and culture: linguistic effects on consumer behavior in international marketing research <i>Shi Zhang, Bernd H. Schmitt and Hillary Haley</i>	228
 PART IV    MARKETING STRATEGY		
12.	International product strategies: an integrative framework <i>Preet S. Aulakh</i>	245
13.	Dynamics of international brand architecture: overview and directions for future research <i>Susan P. Douglas and C. Samuel Craig</i>	261
14.	Global brands: does familiarity breed contempt? <i>Johny K. Johansson and Ilkka A. Ronkainen</i>	279
15.	International advertising research: standardization/adaptation and the future <i>John K. Ryans, Jr and David A. Griffith</i>	294
 PART V    GLOBAL ELECTRONIC COMMERCE		
16.	Competitive strategy in a global electronic marketplace: extant strategy perspectives revisited <i>P. Rajan Varadarajan and Manjit S. Yadav</i>	313
17.	Roles and consequences of electronic commerce in global marketing <i>Saeed Samiee</i>	336
18.	Privacy protection and global marketing: balancing consumer and corporate interests <i>Ravi Sarathy</i>	358
 PART VI    SPECIAL TOPICS		
19.	Global diffusion models: back to the future <i>V. Kumar</i>	379
20.	Country equity and product-country images: state-of-the-art in research and implications <i>Nicolas Papadopoulos and Louise A. Heslop</i>	402

21. Introduction to a global scorecard: industry practice and international implications <i>Camille P. Schuster</i>	434
22. The development and use of a global marketing and sales scorecard <i>Robert L. Engle</i>	446
23. Country of origin effect: synthesis and future direction <i>Narasimhan Srinivasan and Subhash C. Jain</i>	458
<i>Index</i>	477