



**International Marketing, 18<sup>th</sup> edition**  
Cateora, Money, Gilly, and Graham

Copyright 2020  
ISBN: 9781259712357 / 1259712354

This dynamic nature of the international marketplace is reflected in the number of substantially improved and expanded topics in this eighteenth edition.

### Chapter-by-Chapter Changes

- All data, text, pictures, and exhibits have been updated throughout the text. Out-of-date materials have been deleted. More than 100 new academic articles and their findings have been also integrated and cited throughout.
- **Chapter 1** New material on negative impacts of the new communication tools such as Facebook have been added to Chapter 1.
- **Chapter 2** The bumpy road of international marketing is exemplified by new trade conflicts between the Trump administration and most of the rest of the world, particularly China.
- **Chapter 3** Population growth and emerging economies both put continuing pressures on the international marketing system with respect to environmental impact. Both challenges and opportunities are created.
- **Chapter 4** New examples of the importance of culturally consistent presentations of brands, including cultural gaffes recently by Nike, Marriott, and Krispy Kreme donuts, are presented.

- **Chapter 5** Culture affects everything from Toyota's apologies to Bitcoin hacking scandals, as detailed in this chapter. We also give updates women in global management, corruption, the new Hofstede dimension of indulgence, and the Japanese working themselves to death, literally.
- **Chapter 6** Data, text, pictures, and exhibits have been updated. Between the Brexit vote and the hard nationalism of the Trump administration have signaled a fundamental change in international relations, trade, and peace. Perhaps?
- **Chapter 7** We continue the narrative of how technological changes push government policies (taxes, censorship, and cyberterrorism) around the world. We have added new material on intellectual property rights in the international context.
- **Chapter 8** The scary material about consumer privacy and the negative impacts of the new information/telecommunication systems continues to grow in this chapter as it does in the global environment.
- **Chapter 9** Economic development in Africa seems on a positive path while political conflicts in North America have become a major concern.
- **Chapter 10** The exit of the UK from the EU not only raises the specter of a divided EU, but also the UK itself may dissolve in the process. Russian misbehavior and economic troubles riles the world.
- **Chapter 11** The political machinations between the United States and its East Asian partners and opponents upsets markets and marketing in the area. China pushes its "Belt and Road" initiative westward. Meanwhile, India continues its path of development.
- **Chapter 12** We give new examples of good global market planning, and its challenges: how McDonalds and KFC manage their franchisees in the face of fewer global fast-food fans, plus the ongoing march of Netflix's worldwide expansion. We added a look at an IKEA store in Abu Dhabi.
- **Chapter 13** The Global Perspective on Disney is updated to include the new Shanghai park, plus the latest on the most famous Japan's product innovation export, heated, high-tech toilets. Updates on brands jockeying for global brand positioning, and who's winning.
- **Chapter 14** Updates on what the best B2B marketers of goods and services do, from reading the cultural tea leaves in relationship marketing to new virtual trade shows. A new two-page layout on innovations at dairy farms to reduce green-house gas emissions. Methane is gathered from cow manure!
- **Chapter 15** The newest Starbucks 30,000 megastore "roaster," showcased in Shanghai, is something to behold as a new world of retail outlets. Updates to the 6 Cs and logistics are highlighted, including new mega ships and China's Alibaba delivering goods by high-tech drones.
- **Chapter 16** Barbie, the classic marketing communication case updates itself regularly, as it does in this chapter. Ken now sports a man-bun. Microsoft's promotion adaptations are updated, as are rankings of top global advertisers--YouTube and Google are rising quickly.
- **Chapter 17** We detail the latest global expansions of Mary Kay, the eternal corporate queen of personal selling. New insights on expatriate assignment success are also presented.
- **Chapter 18** Here we explore the pricing fallout of President Trump's 2018 tariffs levied on imports. Exchange rates and currency fluctuations, including the ruinous effects of hyperinflation (featuring a 20 billion-dollar Zimbabwe bill) are highlighted.
- **Chapter 19** New materials on the topic of inventive international negotiation and negotiations in Iran are included.