

Cultural Distance. Critical Analysis of a Durex Campaign



Filesize: 6.73 MB

Reviews

This ebook is definitely worth buying. It is definitely basic but excitement within the fifty percent in the ebook. Its been designed in an extremely straightforward way which is merely following i finished reading this ebook where basically changed me, alter the way in my opinion.

(Ward Morar)

CULTURAL DISTANCE. CRITICAL ANALYSIS OF A DUREX CAMPAIGN

[DOWNLOAD](#)

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](#)

You May Also Like



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,...

[Read Book »](#)



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....

[Read Book »](#)



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...

[Read Book »](#)



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

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...

[Read Book »](#)



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...

[Read Book »](#)