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# Harrell Kiefer

## Portfolio

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De-Internationalisierung  
Marketing Management  
The Marketing Book  
International Marketing Reader  
Strategic Management  
Readings in Marketing Management  
International Marketing Strategy  
Applications and Innovations in Intelligent  
Systems XI  
Strategic Management of Multinational  
Corporations  
MSU Business Topics  
MSU Business Topics  
Marketing  
International Marketing  
Mastering Global Markets  
International Strategic Marketing  
International Business Review  
Perspectives on Strategic Marketing Management  
Global Strategic Management  
Analysis and Evaluation  
Strategic Marketing  
International Marketing and Export Management  
Strategisches Bankcontrolling  
Handbook of International Management  
Strategic Management  
Strategic Management and Business Policy

International Strategic Management  
Consumer Behavior  
Design of a Marketing Strategy. Supporting Grupo México's Transformation from a Global Challenger to a Global Player  
An Empirical Analysis of the Effect of Political Risk on the Mode of Operations in Foreign Markets  
Business Strategy  
Umwelt- und Marktanalysen in Südostasien  
International Marketing  
Internationales Management  
Research Handbook of Marketing in Emerging Economies  
Neuere Entwicklungen in der Unternehmenstheorie  
Strategic Planning, Concepts and Implementation  
Global Marketing Management  
Annual Index to the Financial Times  
International Marketing and Export Management

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## **KENDRICK HAAS**

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Strategic Marketing  
Designed specifically with revision in mind, the CIM Revision Cards provide concise, yet fundamental information to assist

students in passing the CIM exams as easily as possible. A clear, carefully structured layout aids the learning process and ensures the key points are covered in a succinct and accessible manner. The compact, spiral bound format enables the cards to be

carried around easily, the content therefore always being on hand, making them invaluable resources no matter where you are. Features such as diagrams and bulleted lists are used throughout to ensure the key points are displayed as clearly and concisely as possible. Each section begins with a list of learning outcomes and ends with hints and tips, thereby ensuring the content is broken down into manageable concepts and can be easily addressed and memorised. \* Written specifically for revision purposes therefore only featuring the key concepts that need to be learned \* Carefully designed to enable points to be easily extracted and memorised without

clouding them in additional information  
\* Accompanies the CIM Coursebook and MarketingOnline website to provide a complete suite of products to support the CIM qualifications

### **De- Internationalisierung**

Prentice Hall  
The third edition of an established text, this book provides comprehensive treatment of international marketing issues and includes expanded coverage of Eastern Europe and the Pacific Rim. New for this edition are the expanded use of mini cases within the text to illustrate the latest developments in marketing, together with expanded coverage of: South East Asia and the Pacific Rim, Central

and Eastern Europe, Globalization, Culture, Financial aspects of marketing. Included throughout are self-assessment and discussion questions, key terms, references and bibliography.

### Marketing

### Management

Routledge

Rev. ed. of:

International marketing and export management / Gerald Albaum ... [et al.]. 2nd ed. c1994.

### The Marketing Book

Oxford University Press, USA

As Europe moves towards becoming a truly single European market, its contribution to global marketing grows. This topical text expands upon existing international marketing theory and synthesizes it with colourful examples of relevant

international marketing practice. Topics covered include: marketing information systems marketing research product development pricing issues international promotion distribution channels. With a strong theoretical framework, this informative text draws out the key issues within the developing European Union and the role it plays in marketing around the globe. Its excellent pedagogy (including case studies, summaries, text boxes and a website to run alongside), helps make it a valuable resource for academics and professionals alike. Visit the Companion website at [www.routledge.com/textbooks/0415314178](http://www.routledge.com/textbooks/0415314178) *International Marketing Reader* UTB

Im Rahmen der internationalen Marktbearbeitung ist neben der Frage nach der Ausgestaltung des Marketinginstrumentariums vor allem die Festlegung der Marktbearbeitungsstrategie von grundlegender Bedeutung.

*Strategic Management*  
Routledge

This collection of articles focuses on the particular challenges and issues of international marketing. How can a company break into a new foreign market? What pricing structures should be in operation for a global product? How does one manage a multilingual advertising campaign? The Reader combines previously published articles with new papers commissioned

to update classic research in the field. With an international set of contributors and a range of international examples, the book offers a selection of critical studies that analyse each part of the marketing function. It then concludes by reflecting on the creation of the EU, of NAFTA and the unpredictable

Westernization of emerging markets of Central and Eastern Europe, showing how the international marketing expert must be able to respond to the rapidly changing global environment.

Readings in Marketing

Management John Wiley & Sons

Seminar paper from the year 2017 in the subject Business economics - Business Management,

Corporate Governance, grade: 84,0, Sheffield Hallam University, language: English, abstract: In the domain of present-day entrepreneurial activities, the zeitgeist is dominated by the dynamic nature of globalisation reflected in several aspects of global marketing. Under the assumption of free border and culture-crossing transfers of goods and services, the majority of international entities is continuously pressured to solve a variety of issues. For instance, while it is forced to stabilise its supply chain through B2B partnerships, stay informed about the market situation, evaluate the necessity of an adaptation and guarantee its own profit growth, the

enterprise is not allowed to neglect the creation and delivery of the value needed by the customer, along with finding the best method to satisfy the stakeholders. However, one of the greatest uncertainties an established company is permanently confronted with is the question whether it is ignoring the drastic pace of change. The consequence is visible through the loss of its competitiveness, provoked by the entry of new competitors or substitutes outrunning the firm in terms of market share, the customers' brand loyalty, product quality, the degree of innovation etc. This risk increased especially due to the appearance of global challengers from

rapidly developing economies, mainly hailing from Asia and Latin America. Among all these newcomers, Grupo México, a representative of the metals and mining branch, pertains to the group of the most auspicious firms and serves as the central object of investigation for this report. The first chapter presents a topical overview of GM's business units, their respective product portfolio and market focus, along with the reasons for their success on domestic, regional and international level and their competitive advantages. The second chapter continues the exploration of GM's current state with a critical evaluation of the environmental

trends informing the international market sector of the extractive industries. Based on the concepts of PESTLE and SWOT analyses among others, this part unifies both the macroeconomic and the microeconomic business spheres to mirror the strengths, weaknesses, threats and opportunities, which the corporation is facing as a global challenger. The third and final section contains a set of recommendations implying an exclusive strategic approach designed to underpin GM's pursuit of becoming an established global player.

*International Marketing Strategy* Business Publications, Incorporated  
Business Strategy is a

compact, plain-speaking textbook for those approaching strategy for the first time. Key features include: international case studies; chapters on current issues such as CSR, emerging markets and new technologies; hot topics: research project areas to investigate, and guru guides: bite-sized bios of key thinkers in the field.

Applications and

Innovations in

Intelligent Systems XI

Bloomsbury Publishing

This book is designed for business professionals that are either thinking about taking their business global or want to improve their global strategy. Beginning first with an overview of the global business environment, it covers all aspects of entering

global markets from strategic planning to tactical implementation.

*Strategic Management of Multinational*

*Corporations diplom.de*

The new edition of this highly regarded text retains its unique coverage of the closely related subjects of marketing and export management, giving students and practitioners alike a realistic picture of marketing strategies in the international arena.

*MSU Business Topics*

Free Press

This text discusses how companies create competitive advantage through strategic marketing. Using established frameworks and concepts, it examines aspects of marketing strategy and thinking. It provides examples to



facilitate the understanding of theoretical concepts.

MSU Business Topics  
Springer-Verlag

This work is a compilation of articles geared towards updating marketers and students on the structure and process of strategic marketing. Other areas covered include: investment strategy, management strategy and assessment and implementation.

Marketing John Wiley & Sons

This volume grew out of Wiley's well-received Handbook of International Business, published in 1982. The latter has been updated and expanded and now appears as two separate books: the Handbook of International Business, Second Edition, and

this book, the Handbook of International Management. Distinguished contributing authors provide enlightening discussion of topics such as the legal and political aspects of managing an international business, international banking, taxation, accounting, international marketing, labor relations, and public relations. Chapters also cover forecasting exchange rates; organization design; offshore sourcing, subcontracting, and manufacturing; technology transfer; international investment banking; and much more.

*International Marketing*  
Elsevier

Inhaltsangabe:Zusammenfassung: Das Ziel

dieser Arbeit besteht in der Erkenntnisgewinnung von Einflussfaktoren, welche auf De-Internationalisierungsentscheidungen in der deutschen Online-Banking Industrie wirken. Eine Literatursichtung wird vorgenommen, um bereits identifizierte Einflussfaktoren zu kategorisieren. Diese werden unterteilt in Faktoren, die aus theoretischen Überlegungen hervorgehen und in Faktoren, die das Ergebnis empirischer Arbeiten bilden. Anschließend werden diese in vier Hauptgruppen unterteilt: ökonomisch/finanzielle Überlegungen, Industrieökonomischen Überlegungen, Ansätze zum Strategischen

Management sowie zum Internationalen Management. Anhand von drei qualitativen Kurzfallstudien aus der deutschen Online-Banking Industrie wird die Relevanz von folgenden bereits in der Literatur identifizierten Einflussfaktoren auf De-Internationalisierungsentscheidungen, nämlich die Finanz- und Ertragslage der Muttergesellschaft, das Marktumfeld im Auslandsmarkt sowie das Ausmaß der strategischen Planung der Expansion überprüft. Des Weiteren werden Variablen zur Operationalisierung definiert. In einem Checklistenverfahren werden alle weiteren Motive registriert. Die Studie hat einen

explorativen Charakter. Es werden keine Kausalzusammenhänge in Form von Hypothesen getestet. Ein Einfluss der gefundenen Faktoren auf De-Internationalisierungsentscheidungen kann daher nicht mit Sicherheit nachgewiesen werden. Es lässt sich allerdings feststellen, dass durch eine Häufung des Auftretens bestimmter Faktoren über die drei Fallstudien hinweg darauf geschlossen werden kann, dass diese einen Einfluss gehabt haben könnten. Die Analyse zeigt, dass besonders die Finanz- und Ertragslage der Tochtergesellschaft, die Rentabilität der Muttergesellschaft, das Marktwachstum, die Preisstruktur und die Rentabilität im Markt Einfluss auf De-Internationalisierungsentscheidungen gehabt haben könnten. Darüber hinaus könnten auch die Wahl der Markteintrittsform und des Markteintrittszeitpunkt es sowie ein Wechsel des Top-Managements eine entscheidende Rolle gespielt haben. Ein Einfluss der Finanzlage der Muttergesellschaft sowie des Ausmaßes der zeitlichen Planung der Expansion scheint weniger wahrscheinlich. Die Ergebnisse dienen aufgrund ihrer Erkenntnisgewinnung als Grundlage für weitere Theoriebildung. Insbesondere die in dieser Arbeit auftretenden Einschränkungen, wie die Fokussierung auf eine bestimmte

Branche sollten in einer nächsten Studie umgangen [...]

### **Mastering Global**

**Markets** Edward Elgar Publishing

Providing coverage of the issues which define marketing in the world today, this title covers long-standing topics, integrates and draws on new and existing theoretical insights from other management disciplines including services marketing, knowledge management, relationship marketing, e-commerce and e-business and corporate social responsibility.

*International Strategic Marketing* Springer Science & Business Media

Recently, emerging economies have contributed significantly to the

world economic growth and output. This Research Handbook attempts to fill in the gap of sparse publications on marketing in emerging economies. It addresses diverse issues from a universal as well as regional and country-specific perspective, shedding light on general topics such as data collection procedure equivalence and marketing accountability, and also exploring various contexts like Central & Eastern Europe and India. Comparing the ways in which marketing is performed in emerging and advanced economies, the chapters explore various aspects including business-to-business marketing relationships, the role of multi-cultural

markets in marketing and retail marketing of multinational corporations, corporate social responsibility and consumer loyalty. *International Business Review* GRIN Verlag Emphasising the essential techniques of business best practices, this title offers thorough analysis and discussions on concepts such as environmental analysis, strategy development and strategy implementation. Perspectives on Strategic Marketing Management John Wiley & Sons M.A.Bramer University of Portsmouth, UK This volume comprises the refereed application papers presented at AI-2003, the Twenty-third SGAI International

Conference on Innovative Techniques and Applications of Artificial Intelligence, held in Cambridge in December 2003. The conference was organised by SGAI, the British Computer Society Specialist Group on Artificial Intelligence. The papers present new and innovative developments in the field, divided into sections on Personalisation, E-Commerce and Resource Management, Hazard Prediction, Fault Diagnosis and Design, Medical and Social Services and Image Recognition, Knowledge Bases and Attribute Selection. This year's prize for the best refereed application paper, which was sponsored by the Department of

Trade and Industry, was won by a paper entitled Design-a-Trial: A Rule-Based Decision Support System for Clinical Trial Design, which has no fewer than nine authors: K Nammuni, C Pickering (InferMed Ltd), S Modgil (University College, London), A Montgomery (InferMed Ltd), P Hammond (University College, London), IC Wyatt (National Institute for Clinical Excellence), DG Altman (Centre for Statistics in Medicine), R Dunlop (InferMed Ltd) and H Potts (Kings College, London). This is the eleventh volume in the Applications and Innovations series. The Technical Stream papers are published as a companion volume under the title Research and Development in

Intelligent Systems XX. On behalf of the conference organising committee I should like to thank all those who contributed to the organisation of this year's application programme, in particular the programme committee members, the referees and our administrators Fiona Hartree and Lindsay Turbert.

### **Global Strategic Management**

Springer-Verlag

This text looks at context, techniques and strategies involved in successful international marketing. It sets out to provide a good balance of the theory and implementation behind international marketing.

Analysis and Evaluation Addison Wesley Publishing

Company	wettbewerbsorientierte
Anton Sebastian	Analysen des eigenen
Schmölz entwickelt das	Unternehmens, der
Modell der	Konkurrenten und des
Strategietafel als	strategischen Umfelds
Referenzmodell des	sowie strategische
strategischen	Prognosen und die
Controlling, das	Strategieentwicklung
wertschöpfungs- und	unterstützt.

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- [What To Expect When You're Expecting](#)
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- [The Going To Bed Book](#)
- [I Love You To The Moon And Back](#)