

Transcultural Marketing for Incremental and Radical Innovation

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Description

As technology continues to drive innovation and impact societies across multiple national boundaries and cultures, new approaches towards marketing products must be created and implemented to be successful in an era of hypercompetition.

Transcultural Marketing for Incremental & Radical Innovation provides in depth discussion on tactics for improving existing products while inventing completely new products and product categories. This publication will prove to be helpful for scholars, practitioners, and university students who wish to better understand the importance of marketing products and services across different cultures and multiple languages.

Topics Covered

- Brand Equity
- Cultural Intelligence (CQ) and Cultural Indoctrination
 - Culturally Diverse Markets
- Culture and Ethnic Consumer Behavior
 - Market Entry Strategies
- Product Life Cycles in International Markets
 - Radical Innovation in Transportation

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Discovering the Nexus Between Market Orientation and Open Innovation: A Grounded Theory Approach

Gul Denktas-Sakar, Dokuz Eylul University, Turkey

Cimen Karatas-Cetin, Dokuz Eylul University, Turkey

Omur Yasar Saatcioglu, Dokuz Eylul University, Turkey

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Joyce Koeman, University of Leuven, Belgium

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Norhayati Zakaria, Universiti Utara Malaysia, Malaysia

Asmat-Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia

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Paul Johnston, South-South Capital Partners, Australia

Mark Argar, South-South Capital Partners, Australia

Craig Hume, Griffith University, Australia

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Mario Monteleone, University of Salerno, Italy

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Alessandra Vecchi, London College of Fashion, UK

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