

Developments in Australasian Marketing

Advances in International Marketing

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About the Book

"Developments in Australasian Marketing" presents excellent examples of the exciting range of marketing research that is being carried out by marketing academics in the Australasian region. The volume contains eighteen chapters selected from presentations at the inaugural Australia/New Zealand Marketing Academy Conference (ANZMAC'98) hosted by the Department of Marketing at the University of Otago in 1998. They are arranged into four themes: marketing orientation studies, cross-cultural studies, internationalization issues, and technology issues. The chapters illustrate how academic researchers in Australasia are addressing these themes, and identify implications for marketing practice in the region.



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