

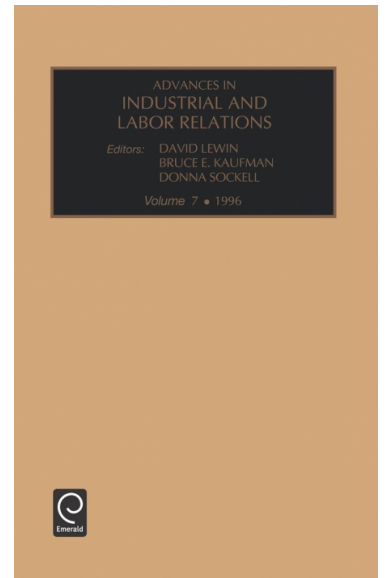
Marketing in Asia Pacific and Beyond

Advances in Industrial and Labor Relations

S. Tamer Cavusgil

About the Book

This work seeks to reflect both the greater scrutiny of quality of research in international marketing and the diversity of approach. Analytical techniques employed in the papers include: multiple regression; factor analysis; conjoint analysis; and t-tests. The papers come from diverse theoretical perspectives including game theory, industrial organization, and power and conflict management, as well as from cultural and ecological perspectives. The text is not limited to issues associated with the Asia Pacific region, although many of the papers focus on this growing region. It is divided into four sections. Papers in the first section examine corporate strategy in an international context, reflecting the continued dynamism of global markets. Part 2 includes papers that examine issues in global distribution and the marketing of services. International advertising is the focus of the third section. Part 4 consists of papers that make methodological contributions to the international marketing literature.



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