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
Chapter 1
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

Chapter 2
Unveiling Culturally Diverse Markets: A Typology of Youth in Flanders, Belgium
Joyce Koeman, University of Leuven, Belgium

Chapter 3
Conspicuous Consumption Behavior: Cultural Dimensions, Implications, and Future Research
Wan Nurisma Ayu Wan Ismail, Universiti Utara Malaysia, Malaysia
Norhayati Zakaria, Universiti Utara Malaysia, Malaysia
Asmat-Nizam Abdul-Talib, Universiti Utara Malaysia, Malaysia

Chapter 4
Ethnic consumers of the arts: Extending the MAO model
Huong Le, Deakin University, Australia
David H B Bednall, Deakin University, Australia
Yuka Fujimoto, Deakin University, Australia

Chapter 5
Self-Driving Cars: Radical Innovation in the Transportation Industry
Mohammad Poorsartep, University of Michigan-Dearborn, USA

Chapter 6
International Diversity Management Approaches for Marketing to Create Innovation
Geetha Garib, Tilburg University, the Netherlands

Chapter 7
Job hunting experiences of bicultural students in Japan
Brigitte Pickl-Kolaczia, University of Vienna, Austria

Chapter 8
Expanding Technology-based Transcultural Diffusion: Lessons from Brazil and the Philippines
Margee Hume, University of Southern Queensland, Australia
Paul Johnston, South-South Capital Partners, Australia
Mark Argar, South-South Capital Partners, Australia
Craig Hume, Griffith University, Australia

Chapter 9
The Term “Global” in Cross-Cultural Studies: A concordance analysis
Bice Della Piana, University of Salerno, Italy
Mario Monteleone, University of Salerno, Italy

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The Strategic Use of Social Media in the Fashion Industry
Chapter 11
How Marketing Capabilities Create Competitive Advantage in Turkey
Rifat Kamasak, Yeditepe University, Turkey

Chapter 12
Ethos, Pathos, and Logos of Doing Business Abroad: Geert Hofstede’s Five Dimensions of National Culture on Transcultural Marketing
Ben Tran, California School of Professional Psychology at Alliant International University, USA

Chapter 13
Incremental and Radical Service Innovation in Living Labs
Seppo Leminen, Laurea University of Applied Sciences, Finland
Mika Westerlund, Carleton University, Canada

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Modernization Without Westernization: The Kingdom of Saudi Arabia
Nailah Ayub, King Abdulaziz University, Kingdom of Saudi Arabia
Norizan M Kassim, King Abdulaziz University, Kingdom of Saudi Arabia
Mohamed Zain, King Abdulaziz University, Kingdom of Saudi Arabia

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Strategic transcultural marketing management and global competitiveness
Angelo A. Camillo, Woodbury University, Canada
Svetlana Holt, Woodbury University, Canada
Joan Marques, Woodbury University, Canada

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Innovation in the 21st Century Organization
Neeta Baporikar, Ministry of Higher Education CAS-Salalah, Sultanate of Oman

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E-Marketing and Online Consumer Behavior
Neha Jain, Jaypee Business School (JIIT), India
Vandana Ahuja, Jaypee Business School (JIIT), India
Y. Medury, Education Initiative, Jaypee Group, India

Chapter 18
Crowdsourcing for Transcultural Marketing & Innovation
Rauno Rusko, University of Lapland, Finland

Chapter 19
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Angelo A. Camillo, Woodbury University, Canada
Joan Marques, Woodbury University, Canada
Svetlana Holt, Woodbury University, Canada
Chapter 20
Importance of Perpetual Government-University-Industry (GUI) Collaboration Today
Bryan Christiansen, PryMarke, LLC, USA

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Consumer’s Purchasing Behaviour Towards Organic Products in Thailand
Yaowarat Sriwaranun, Khon Kaen University, Thailand
Christopher Gan, Lincoln University, New Zealand
Minsoo Lee, Asia Development Bank, the Philippines
David A. Cohen, Lincoln University, New Zealand

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Factors Affecting Electronic Service Brand Equity
Salih Yildiz, Gümüşhane University, Turkey
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