
Preface

The Benefits

This book provides an opportunity to look at international marketing challenges from a strategic perspective. If you share the belief that managers cannot afford to think in functional silos and agree that the best companies combine marketing and strategy, this book will appeal to you. If you are also too busy for reading textbooks the size of “War and Peace” to get the latest thinking on international marketing strategy, you will like the conciseness of the book. And finally, if you would like to have a book that points you to further readings on topics you may want to pursue in more depth, you should definitely hit the “order now” button without any further ado.

The Ideal Reader

The ideal reader is like an ideal partner: he or she does not exist in reality. However, here is my wish list. You are an experienced manager or a student in a postgraduate program, such as an MBA or a specialized Master’s program. You have an international orientation and are interested in cross-cultural differences and their impact on marketing and strategy. You prefer a big picture approach to nerdy details.

The People Who Did the Real Work

Whole societies are built on the division of labor. I make no secret of the fact that this book uses the same principle. First, there are a number of bright students, who helped me in getting the literature up to date and doing some background work. These include, but in case I forgot someone, are not restricted to, Helmut Artinger, Hanin Al-Zahid, Carina Brenner, Doina Bors, Damir Haramina, Antonia Karamat Calice, Tassilo Benjamin Karunarathna, Martin Kirks, Richard Kolárik, Janina

Kuhagen, Tanja Lang, Julia Lanske, Irina Mihai, Marcos Munoz, Ekaterina Nikitina, Bogdan Liviu Pralea, Tobias Rauscher, Stefanie Reif, Marie-Theres Riegler, Gerald Sonnleitner, Lilla Sarolta Balogh, Leonidas Tsotras, Peter Ummenhofer, and Alexandra Ioana Velescu. Second, there is Ms. Gina Villanueva-Weinzierl, who helped me organize the students. Third, there is Ms. Miya Komori-Glatz, who proofread the entire book. And last but not least, there is Ms. Hanife Özdemir, who formatted the text and supplied me with copious amounts of coffee while I was writing.

The One Who Gets the Credit

I am a professor of international management and marketing at Vienna University of Business and Economics, WU Vienna for short. Here, I established and chair the Institute for International Marketing Management and founded the WU Executive Academy, now one of the leading business schools for professionals in Central and Eastern Europe. Leaving the school after serving more than 10 years as Dean in 2015, the business school is a profitable venture that now serves some 2000 students p.a., has an administrative staff of 50 plus people, and employs some 500 instructors each year. It is EQUIS, AMBA, and AACSB accredited and has alumni from more than 80 countries.

I was brought up and educated in Germany and obtained two doctorates (Ph.D. and D.Litt.) from Manchester Business School (UK) and an honorary Ph.D. from Thammasat University (Thailand). Starting at Deutsche Bank and Procter and Gamble in Germany, I continued my career at the University of Edinburgh and the University of California, Berkeley. Appointments as British Rail Chair of Marketing at the University of Wales (UK) and Professor of International Business at Thunderbird School of Global Management (USA) followed.

Currently, I am serving on the Board of Governors of the Academy of Marketing Science, in the USA, the Board of Trustees of the Association of MBAs in the UK, and the Executive Board of the American Chamber of Commerce in Austria. I am also on the Advisory Board of a number of international Business Schools and have been a visiting professor at a number of international business schools, for example, at the Universities of Minnesota (USA), Keio (Japan), Leeds (UK), Sun Yat-Sen (China), and Cologne (Germany). Other claims to fame include various teaching and research awards as well as Fellowships of the Academy of Marketing Science and the Chartered Institute of Marketing. My research has been published in a wide variety of books and journals, such as the *Strategic Management Journal*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, and *Journal of World Business*. I was also the first European Editor-in-Chief of the *Journal of International Marketing*, published by the American Marketing Association.



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