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PREFACE

The textbook “International Management and Marketing” is offered for students studying in the in the fields of knowledge 05 “Social and Behavioural Sciences”, 07 “Management and Administration”, 28 “Public Management and Administration”, 29 “International Relations”.

The purpose of studying the subject “International Management and Marketing” is the formation of students’ theoretical and practical knowledge in the field of international management and marketing activities necessary to achieve commercial goals in international business. The authors of the textbook aimed at systematizing the presentation of a knowledge complex on international management and marketing practices to operate on foreign markets.

The implementation of each operation in the world economy depends on external factors and market trends, and their consideration is necessary for the effective functioning of any economic system. The competitive environment is characterized by the complexity and dynamics of socio-economic processes, a significant level of uncertainty, which raises the issue of marketing management and adaptation of both individual enterprises and national economies as a whole. With the expansion of relationships, market liberalization is gradually deepening, and competition in domestic and international markets is intensifying.

Intercoordination of decision-making in performing foreign economic operations is a unique international management process that takes into account the state of the external environment of international business. Internal parameters of the company conducting international operations may require adaptation and even change in business practices compared to those used in the domestic market.

The deepening and spreading of globalization processes and implementation of advanced technologies have a significant impact on the international marketplace. These forces contributed to shifts in transnational relations between countries and markets, very different in

nature and composition. In the result, a need to apply relevant practices of international marketing management has become more acute.

The subject “International Management and Marketing” occupies an important place in the system of professional training of managers, economists and other professionals, since mastering questions of the methodology and methodical tools of international management and marketing gives an opportunity to increase material and intangible capital, helps to make justified managerial decisions in conditions of the international competitive environment.

The textbook is prepared on the basis of studies devoted to modern trends of international management and marketing development. The sources of information have become scientific and practical studies of domestic and foreign scientists, learning methodical literature, periodicals, web-portals of international organisations and regulative documents.

The main material of the textbook is presented in twelve sections.

In the first section “Theoretical foundations of international management. Marketing as a tool of international management” the authors highlighted theoretical aspects of modern international management and marketing, and also considered main trends in the international business development and cross-cultural management.

The second section “International marketing environment” is devoted to the study of tools for analysis of microenvironment and macroenvironment of international marketing, and key directions of adaptation to the conditions of international marketing environment.

The third section “Information support in foreign markets” examines features of conducting international marketing researches at the enterprise.

The fourth section “Segmentation and selection of foreign target market. Targeting and positioning in the international market” is devoted to the study of segmentation, targeting and positioning features in foreign markets to achieve strategic goals of the company.

In the fifth section “Models of entering foreign markets by the enterprise” reveals feasibility, benefits and shortcomings of different strategic alternatives of entering foreign markets by the enterprise.

The sixth “Strategy and tactics of international negotiations” section includes the analysis of the main strategic approaches, strategies and tactics of international negotiations and recommendations for ensuring their effectiveness.

The seventh section “Product policy in foreign markets. Branding as a part of international product policy” considers the essence of product life cycle in international marketing, main aspects of product management and international product strategies. In addition, key elements of a brand and features of the brand management were analyzed.

The eighth section “International distribution channels” outlines the essence and tasks of distribution policy in foreign markets, criteria for selecting the distribution channels, vertical, horizontal and multichannel sales systems, and distributive policies.

In the ninth section “International marketing communications” specifics of the international communication process, integrated marketing communications, peculiarities of promotional mix on the foreign market, strategies for overcoming barriers in international communications and directions of creating the positive image were considered.

The tenth section “International market pricing” considers pricing in the international market, specifics of the influence of various factors when choosing an international pricing strategy and pricing tactics.

The eleventh section “Corporate social responsibility in international management” examines the essence and dimensions of social responsibility concept, as well as international trends in its implementation.

Finally, the twelfth section “Management of international marketing activities” is devoted to the research of key international management and marketing challenges, relevant principles of effective

marketing in foreign markets and issues of international marketing management in Ukraine.

The basic concepts and keywords are summarized in the subject index. Also, a glossary with definitions of key terms of international management and marketing is included. The textbook contains tests, case studies and examples of problem solving, discussion questions, which should facilitate the practical mastering of the material and the ability to solve particular practical problems.

Contribution of the authors is as follows: I. Arakelova personally developed sections 6 and 8, subsection 9.1; V. Khoroshykh personally developed subsections 4.2, 9.2–9.4, sections 10 and 11; L. Lytvynenko personally developed section 7, subsections 9.5 and 12.1; N. Biletska personally developed subsections 4.3–4.5, section 5; Y. Popova personally developed sections 1 and 3, subsection 4.1; S. Lytvynenko personally developed section 2, subsections 12.2 and 12.3; L. Lytvynenko and S. Lytvynenko jointly developed preface; all authors jointly developed tests, glossary, references and annexes.

The authors express their sincere gratitude for the assistance in preparing the textbook for publication to collectives of the Marketing Department, Donetsk State University of Management (Mariupol); Department of Management of Foreign Economic Activity of Enterprises National Aviation University; Vinnytsia Cooperative Institute; Department of Business Logistics and Transport Technologies, State University of Infrastructure and Technologies, as well as to professors A. Novikova and V. Yanovska. Authors of the textbook will be grateful for critical comments, recommendations and suggestions.