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Global marketing is one of the most exciting fields of business today — but also one of the most challenging. This goes not only for working in it or learning about it, but also for teaching it. It requires not only a good grasp of marketing principles and an understanding of the global environment, but also how the two interact, that is, how the environment impacts the applicability- of the marketing principles. Good marketing might be good marketing everywhere — but this does not mean it is necessarily the same.

The challenge when writing a text in global marketing is how to avoid being overwhelmed by all the curious and amazing differences in the marketing environment in foreign countries. These differences make things fun and enjoyable — but also frustrating, since after a while it is difficult to see if any progress has been made. It is to see the forest for the trees. The key is to focus on the marketing decisions that have to be made — and then deal with those environmental factors which directly imp-act those decisions. This is the approach taken in this text. It discusses the complexities of global marketing and clarifies the managerial roles involved, without getting bop down by the many environmental issues which are only marginally relevant.