

# Preface

“The growth of our economy also depends on its competitiveness.”  
**President Thabo Mbeki**

*International Marketing* was undertaken with a vision for a marketing text that would be of a high international standard while examining the issues of international marketing from a southern African perspective. The author team reflects the ethnic, gender and linguistic diversity of South Africa and includes professors at respected South African business schools, South African authorities in international business and leading South African international trade experts. They are all recognised for their in-depth knowledge of international marketing in the South African context. Many of them have published extensively and hold teaching and research links to prestigious overseas universities and international trade bodies. In keeping with the South African and global focus, the original manuscript was submitted to a thorough review process by a South African subject expert as well as by an international subject expert, before being revised, improved, and finalised.

The authors have focused primarily on meeting the needs of undergraduate students. Most chapters are extensively referenced so that the book also can serve as the primary prescribed text in Honours and MBA-level coursework. We hope that prescribers and students alike will enjoy the combination of a rich theory base with “real world” examples and recommendations for international marketing best practice in the Southern African context. Chapters frequently include case studies, extensive examples and learning points that are situated in a wide variety of industries and international marketing contexts. Conceptual diagrams and figures are presented to enhance learning. Key words are highlighted throughout the text and learning objectives are clearly defined to improve learning and help readers build their skill set.

Practitioners will find *International Marketing* to be a ready reference source and best practice aid. The blend of international marketing theory and best practice from a South African perspective fills an often-noted gap in our literature, making *International Marketing* an essential “marketing toolbox” deserving a place on the bookshelf of any serious South African international marketing professional.

Any book is the product of a team of contributors. Neels and I would like to first thank the author team for their hard work; we know that they will take pride in this first edition of the book. Marian Griffin and the team

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