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# International Marketing

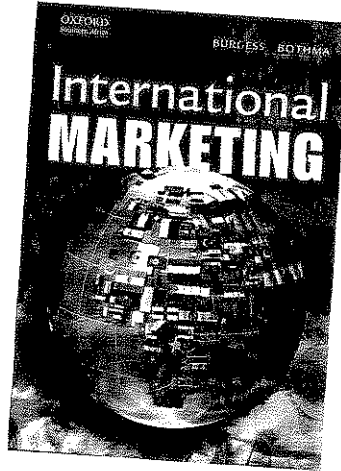
Finally, a locally authored book about international marketing that features local case studies has hit our shelves. While *International Marketing* is sure to become a staple text for marketing students (its primary audience), marketers across all scales, who are already involved in or who are intending to engage in international marketing, will find tons of useful information in it. Authors Steven Burgess and Cornelius Bothma start at the very beginning of international marketing with a description of exactly what international trade is and why it's important, including:

- Increased overall level of technological and economic development
- Improved global competitiveness
- Increased job opportunities and reduced unemployment, etc.

They also cover the basics of international marketing in detail, complete with explanatory diagrams, making content much easier to understand. They provide descriptions of the domestic marketer, the export marketer, the multinational marketer and the global marketer, along with a pep talk 'are you ready to go global?' – and this is just for starters. At almost 500 pages it's a hefty but invaluable read for anyone who is thinking of expanding into other markets. There's a nice touch at the end of every chapter, consisting of a case study complete with an assignment – a worthwhile exercise for any marketer (even if only as a refresher course).

While seasoned marketers can skip numerous chapters, students will benefit by taking the time to read every word. Chapter 3, the economics of international trade for example, deals with the 'economic rationale of the activity... professionally as marketing experts and not as economic analysts.' The relevant background knowledge of world affairs and global economics makes it much easier to understand where international marketing fits into the grand scheme of things. The info on Africa is exceptionally useful for all marketers, since for many this is the first stop on the road to global expansion. It also includes information on the various market regions in Africa and on trade organisations such as ECOWAS, AGOA and SADC, as well as an entire chapter that is devoted to international trade in southern Africa.

Part Three of the book, which deals with



the international marketing environment, is exceptionally interesting and relevant for those wishing to expand their businesses over borders or for those who are facing difficulties. The five chapters within this third section deal with the socio-cultural, legal, economic, political and physical and technological environments. Whilst the information is not necessarily new or groundbreaking, it serves as a reminder to delve deeply into the target market and the environment, which is useful for domestic or international marketing.

Other chapters cover: *international distribution and logistics; marketing research; product policy and development; international marketing communications; pricing for international markets; the Internet and international marketing; exporting and small business; export administration and logistics and evolving context and future issues in international marketing.*

One of the most important chapters for many marketers is *exporting and small business*. This includes information on coping with competition from large firms; whether a business is ready to export globally; the four steps to successful exporting (including the pitfalls) and the definition of a small business in the South African context. The export administration and logistics sector includes a useful list of the export documentation used by SA exporters, as well as how to fill in a proforma invoice – fantastic information for anyone just starting out on an exporting adventure. ■

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By Steven Michael Burgess and  
Cornelius H Bothma  
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