

BSNS 4250 GLOBAL MARKETING

REVIEW FOR EXAM II: CHAPTERS 5-9

IMPORTANT TERMS AND CONCEPTS TO UNDERSTAND

Chapter 5:

Adaptation

Rules of business customers: imperatives, electives, and exclusives

Views of the impact of American culture on management style

Competition is crucial for efficiency discussion

Authority and Decision Making criteria

Security and Mobility criteria

P-Time and M-Time

Chapter 6:

Role of the World Trade Organization

The Banana War

Sovereignty

Instability in international markets (causes)

Common forms of government

Degrees of political risk: domestication, confiscation, expropriation, nationalization, privatization

Chapter 7:

Common law, code law, Islamic law, Marxist-Socialist tenets

Conciliation, Arbitration, Litigation

Prior use vs. registration

Foreign Corrupt Practices Act

Antitrust Laws

Antiboycott Law

Chapter 8:

Domestic vs. foreign marketing research

Primary vs. secondary data

Validity

Quantitative vs. qualitative

Translating: back, parallel, centered

Colloquialism

Triangulation

Analogy

Chapter 9:

Factors changing the way countries trade and prosper in the 21st century

Economic development

GDP

Rostow's Classifications

UN Classifications

NIC

BEM

Infrastructure