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Ibrahim Sirkeci

Transnational Marketing and Transnational Consumers



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Dedicated to Dr. Joanne Stansfield

Preface

The ways in which mobility and movement play a role in marketing and international business and management are of interest in an increasingly fast moving and interconnected world. An ever growing number of people are pursuing transnational lives along with increasing connectivity beyond national borders. Similarly, more and more firms are doing business crossing and beyond national borders. Hence, *Transnational Marketing* and *Transnational Consumers* are becoming increasingly common in today's globalising and fast-moving world of business. This book is offering a fresh perspective focusing on the transnational character of organisations and firms, while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concept of 'transnational consumers' and 'transnational mobile consumers' which takes into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand "glocal" referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance and consumers.

Wider marketing literature has so far simply name dropped but never attempted to define what "transnational marketing" is. Thus, this business brief is a pioneering attempt in clarifying the concepts and understanding this increasingly important phenomenon. The book offers clear and crisp definitions of what is global, international, multinational and transnational. It defines *Transnational Marketing* as *understanding and addressing customer needs, wants and desires in their own country of residence and beyond and in borderless cultural contexts with the help of synergies emerging across national boundaries and transfer of expertise and advantages between markets where the organization operates transnationally with a transnational mentality supported by transnational organization structures and without compromising the sustainability of any target markets and resource environment offering satisfactory exchanges between the parties involved*. It explains with examples and illustrations the key features of a transnational marketing strategy which is a recipe for success for today's global organisations, large and small alike.

Key terminology are also highlighted and summarised in a glossary. In this book, mobility and movement are introduced into marketing thinking in an ever more mobile world. A truly business brief which offers cutting edge thinking in a concise fashion.

I would like to thank many people who made this book possible and inspired and supported me throughout. It includes tens of postgraduate students I did teach at European Business School, Regent's University London and particularly Martina Drennow, Evinc Dogan and Prashanth Mahagaonkar, as well as Nikolaus Curtius, Ivelina Georgieva, Cagri Haksoz, Svend Hollensen, Veerapa Jiravong, Monika Koller, Krzytof Kubacki, Richard Mannix, Simon O'Leary, Maktoba Omar, Assia Rolls and Ebru Sucak. I also thank the editors and production team at Springer.

London, UK

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