

International Marketing Mini-Cases

This collection of 1-2 page mini cases includes the following:

1. "Irbit Motorcycle Factory" recounts the situation of a Russian motorcycle manufacturer in the early years after the disintegration of the U.S.S.R.
2. "Sussex Chainless Bicycles" describes a Taiwanese manufacturer with a new product that it hopes to export to the United States.
3. "Inline Fibreglass" highlights a Canadian manufacturer of new fibreglass-framed windows and its aim to begin exporting.
4. "Katie's Kakes" tells of a very small British manufacturer of baked goods and its thoughts of internationalising to Central Europe.
5. "VOSTOK Watches" recounts the situation of a Russian watch manufacturer after the disintegration of the U.S.S.R.
6. "StrongFiber Company Limited" details a Thai fiberglass door manufacturer and its desire to internationalise its products to the United States.
7. "Maru Industries" describes an Indian woodworking equipment manufacturer.
8. "Jim Thompson Thai Silk Company" traces the evolution of a Thai textile manufacturer.

The cases are designed to be used as a group to highlight the differences in business approaches in international marketing, international business, or marketing strategy. Each mini-case is intended to highlight a very narrow set of concepts/theories within the broader context of international marketing. Additionally, they are set in a variety of cultural (plus industrial and consumer) contexts. The teaching note, available to instructors, contains a set of analysis tools and questions to guide deep discussions in these areas. The Teaching Note also contains a sample schedule for a course in international marketing.

Two perspectives in international marketing are particularly important in these cases: the cultural imperative of international marketing and the strategic imperative of international marketing. The cultural imperative suggests that despite globalisation, or perhaps because of globalisation, cultural differences remain. These differences create strategic challenges for international marketers, who must develop cultural competence as part of their 'toolboxes.'