

**INTRODUCTION TO MARKETING:  
Global Marketing**

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Choosing new international markets  
vs.  
choosing new domestic markets to enter...

**What's different???**

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**The Importance of Knowing Your Market:  
Lost in translation...**

- Gerber tried to sell its baby food in a mostly illiterate African nation.
- Chevy couldn't sell its popular Nova model in Latin American markets.
- Pepsodent's promise of white teeth brought no new customers in Southeast Asia.
- McDonald's got some laughs when it introduced Big Mac's in Canada.
- The written name of Coca-Cola didn't entice the Chinese to try it.
- Olympia had trouble introducing its ROTO copiers in Chile
- Bran Buds did not sell well in Sweden.

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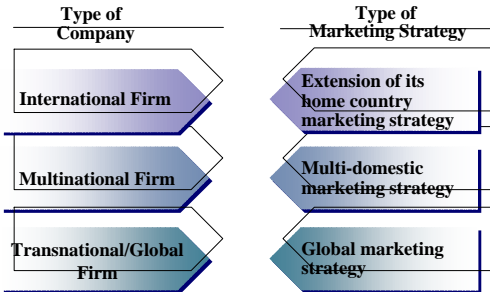
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## Global Companies and Marketing Strategies



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## Key Differences: Multi-domestic versus Global

	<i>Multi-domestic</i>	<i>Global</i>
<i>Market boundaries</i>	Defined within country borders	Transcend country borders
<i>Customers</i>	Differences among countries; segments defined locally	Similarities across countries; segments cut across borders
<i>Competition</i>	Primarily local firms; compete on country-by-country basis	Focus on global/regional rivalry; less on local
<i>Interdependence</i>	Low; local effect of competitive actions	High; wider impact of competitive actions
<i>Strategies</i>	Locally based	Regional/global

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Pros & cons of entering global markets...



Pros & cons of partnering with 3M...



How to decide which countries to enter...

What market segments to pursue...

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**Line & Brand Extension Opportunities:  
What business are they in?**



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**And what do you think of....**

- A European chocolate & fruit product named Zit?
- A French soft drink named Sic *or* lemonade name Pschitt?
- A Finnish product for unfreezing car doors named Super Piss?
- A Spanish potato chip named Bum?
- A Danish toilet paper named Krapp *or* a German one named Happy End?

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