

Global Marketing Strategy: An Executive Digest (Second Edition)

2022 Resources

(If clicking on Link does not open the video, copy the link and paste into browser)

Chapter	Title	Source	Date	Summary	Link	Duration
1. Marketing Strategy: A Global Discipline	Talk: Globalization- Opportunity or Risk? Global Talk	DW News	14.03.2015	Panel discussion on the risks and opportunities globalization offers to MNCs. How does one ensure that everyone benefits from globalization and that the gap between the rich and the poor do not grow further?	Link	42.33 Mins
1. Marketing Strategy: A Global Discipline	Will Covid-19 kill globalisation? The Economist	The Economist	30.09.2020	The Economist takes a look on the the third major disruption to globalisation, Covid-19, within the past twelve years and the challenges that came along with it.	Link	14.07 Mins
2. The Global Marketing Environment	Why Breaking Into the Chinese Beer Market Is Almost Impossible	Wall Street Journal	12.08.2019	How international beer giants, such as Carlsberg, established a market in China by adapting to their culture, taste, and preferences	Link	6.50 Mins
3. Selecting and Entering Global Markets	Why Starbucks Failed In Australia	CNBC	26.07.2018	How a small American coffee company, Gloria Jean, established and expanded in Australia, when a global giant, Starbucks could not because of failure in adapting the menu.	Link	6.49 Mins
4. Balancing Global Synergies and Local Responsiveness	Can companies adapt their strategies to local differences? Professor Peter Williamson	University of Cambridge – Judge Business School	09.07.2012	Peter Williamson addresses the gap between the need to adapt strategies and the practical difficulties of doing so in emerging markets.	Link	7.24 Mins
5. Steps in Developing Global Marketing Strategies	Talk: The Five Competitive Forces That Shape Strategy Interview with Michael E. Porter	Harvard Business Review	30.06.2008	An Interview where Michael E. Porter comprehensively explains the practical relevance of five competitive forces in modern world and as the basis of global strategy for any industry.	Link	13.11 Mins
5. Steps in Developing Global Marketing Strategies	Inside IKEA: Interview of CEO Jesper Brodin	CNBC News	08.08.2018	As IKEA opens its first store in India, Jesper Brodin talks about the challenges before entering into Indian market and how IKEA adapted to suit to Indian consumers.	Link	11.13 Mins
6. Segmenting Targeting and Positioning in Global Markets	Talk: How is big data changing marketing?	Chicago Booth Review	02.12.16	A trio of industry experts explore what new opportunities and challenges have arisen due to data breakthroughs.	Link	33.55 Mins

7. Creating Global Product and Service Offerings	Why China Loves KFC?	Business Insider	18.12.2018	One of the first American fast-food chains to open in China, KFC quickly established dominance over China's emerging fast food market by adapting its menu to local tastes.	Link	4.41 Mins
8. Extracting Value from Global Operations	Why Walmart Failed In Brazil?	CNBC	08.01.2019	How Walmart had to pull back from the Brazilian market due to inefficient operations, poor locations, and uncompetitive prices.	Link	7.39 Mins
9. Global Supply Chain	A Behind the Scenes Look at Starbucks Global Supply Chain	Starbucks Coffee	30.11.2012	Starbucks takes us behind the scenes and shows how its Global Supply Chain keeps products flowing from suppliers to customers.	Link	2.01 Mins
9. Global Supply Chain	Global Smart Supply Chain Summit 2020 - Future Challenges for Supply Chain Management - Martin Christopher	JD.com	23.10.2020	In the summit organised by JD (largest online retailer in China), Martin Christopher takes us through the challenges in global supply chain in the wake of COVID-19	Link	15.03 Mins
9. Global Supply Chain	McDonald's runs out of milkshakes in UK due to supply chain disruption	Channel 4 News	24.08.2021	McDonald's faces supply chain disruption due to a shortage of lorry drivers - which hauliers say has been exacerbated by Brexit and the pandemic - is being blamed.	Link	3.47 Mins
10. Global Branding and Communication	The Future of Branding is Personal Talaya Waller TEDxPSU	TedXTalks	02.03.2018	Dr. Talaya Waller discusses the power that is unleashed when corporations and consumers alike develop powerful branding strategy that is authentic, personal, and aligns with the values.	Link	14.57 Mins
10. Global Branding and Communication	Grace Harding - Growing a Global Brand	GIBS Business School, South Africa	03.11.2016	Grace Harding, CEO of global seafood restaurant brand Ocean Basket, offers lessons to entrepreneurs on how to grow a local business into a truly global brand.	Link	6.22 Mins
11. Global Digital Marketing Strategy	Vital Topics: Global branding – strategies for success	Alliance Manchester Business School	05.10.2017	Richard Simons throws light on how brands have to be at the core of your business and “stand for something” in today's fast-moving digital world	Link	2.44 Mins
11. Global Digital Marketing Strategy	How Influencers Have Transformed Modern Marketing Rachel David TEDxVancouver	TedXTalks	18.03.2019	Rachel David explains how Influencers are changing the modern marketing landscape and how brands can use social media to connect better with their customers than ever before.	Link	14.33 Mins

12. Organizational Design for Global 12 Marketing Strategy	How Apple Is Organized for Innovation: The Functional Organization	Harvard Business Review	27.01.2021	How Apple retains its organizational structure, even though the company is nearly 40 times as large in terms of revenue and far more complex than it was in 1998 and how it has contributed to its success.	Link	4.35 Mins
12. Organizational Design for Global 12 Marketing Strategy	Organization of the future: Rewriting new rules for organization design	Deloitte US	27.10.2017	Don Miller explains how organizations are redesigning themselves to be both efficient and adaptable to disrupt and compete in the digital age.	Link	5.25 Mins
12. Organizational Design for Global 12 Marketing Strategy	Philip Kotler - Corporate Culture and Marketing	London Business Forum	18.06.2020	Philip Kotler explains how the most successful companies today are now the ones focusing on their employees' wellbeing and how their culture is their 'greatest asset'.	Link	7.15 Mins
12. Organizational Design for Global 12 Marketing Strategy	Netflix Culture: Freedom and Responsibility	Netflix Official	13.05.2019	How Netflix has embedded Our 'Freedom and Responsibility' in their work culture So what does that mean exactly? Hear it from their employees from around the world.	Link	3.30 Mins
13. Global Business Responsibility	A climate change promise from Apple	Apple Official	21.07.2020	Apple is now moving forward with a vision to be Carbon-Zero while designing the innovative products, they are also designing a sustainable manufacturing process.	Link	1.36 Mins
13. Global Business Responsibility	Ethical Insights: Working Across Cultures -- Business and Ethics in China	University of St. Thomas Minnesota	04.12.2013	Daryl Koehn, Ph.D., shares her insights into Chinese culture and four specific aspects of Chinese cultures: huge population; local government power; collectivism; and, management by guan xi.	Link	12.48 Mins
13. Global Business Responsibility	THE VEJA STORY	VEJA	18.04.2020	This video is a summary of the first 15 years of VEJA and what inspired them to reinvent sneakers sustainability.	Link	9.57 Mins
14. The Future of Global Marketing Strategy	What Business History Tells us about the Future of Globalisation Dr. Geoffrey Jones	The 13th Godrej Archives Annual Lecture	05.09.2017	The talk discusses what business history research, on the history of globalisation, can teach us about the future path of globalisation.	Link	42.57 Mins
14. The Future of Global Marketing Strategy	How does innovation apply to globalization ?	CGTN	07.11.2019	China has transformed to a leader of technology innovation, but how do businesses apply advanced technology to the world market? CGTN's anchor Tian Wei spoke to Alexa Dembek, SVP and Chief Technology & Sustainability Officer of DuPont:	Link	2.37 Mins