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MARKETING ET GLOBALISATION

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L Cohen



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Marketing et globalisation Houcine Akrou, 2005 La globalisation de l'économie a profondément impacté le management de l'entreprise internationale et en particulier son marketing. Par l'accroissement des interdépendances qu'elle génère, elle a considérablement complexifié les décisions associées à la configuration des stratégies marketing à l'échelle mondiale. Cet ouvrage traite cette problématique en mettant dans un premier temps en évidence les caractéristiques de cette globalisation multiforme par une identification de ses indicateurs au travers de nouvelles grilles de lecture. Cette tape analytique est primordiale pour toute formulation d'une stratégie de marketing global. Il propose dans un second temps une conception approfondie et large du marketing global, dépassant les controverses classiques. Il est vrai que jusqu'ici, faillit le rappeler comme par atavisme, le marketing global n'a guère assimilé une simple standardisation du marketing mix au plan international. Fort de sa double expérience d'enseignant-chercheur et consultant, l'auteur procède à un examen minutieux de la globalisation du marketing par un aller-retour permanent entre des bases conceptuelles solides et des observations pratiques dans les entreprises internationales les plus dynamiques sur le marché mondial. L'approche proposée fédère plusieurs corpus et offre aux praticiens et professionnels du marketing davantage de leviers stratégiques et opérationnels à la hauteur des nouveaux défis.

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