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Marketing strategy is constantly adapting in the changing environment of international business. To retain or extend a grasp of existing markets, organizations need to keep abreast of commercial innovation, social change, economic developments and the ever-shifting political climate. Within this uncertain framework, marketing practices are tried and tested, and succeed or fail. Aimed at the reader with at least some prior knowledge of the field, this study draws together an international body of researchers to analyze recent changes in world markets and marketing practices. It analyzes, codifies and challenges existing literature on the subject, offers industry-specific studies of international marketing practices and their relative successes, and presents valuable research findings on the increasingly important markets of China and Japan.

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