

# Preface

The internationalization of enterprise activities is one of the most interesting phenomena of our time. International trade, trade routes, and traces of goods and services exchange have been known to us since ancient periods. Over time the interconnectedness of distant areas has changed in density and the speed of delivery processes has increased tremendously. Air, land, and sea logistics geared and steered by the net of new electronic communication nerves are part of the market global arena, where needs of buyers are met by the offers of companies in a competitive environment. The mercantile impetus and commercialization seems to reach every aspect of life.

In their 2003 study on diverse studies, Theodosiou/Leonidou focused on adaptation and standardization in international marketing and concluded that the choice is bound more to conditions, and the debate will go on in the future. Also the Delphi study made by Czinkota/Ronkainen in 2005 reflects the idea that globalization will go on but will be reshaped and restructured over time: Beyond its economic dimension, it will become a much broader concept with more tight linkages between countries and will lead to similar activities at individual level, similar practices at company level, and changes in policy making at government level. In this way it will break the chains of a one standard 'American type' of management and marketing. Today's basic international marketing books also focus mainly on American management thinking and the examples in most international marketing books focus primarily on stories of U.S. based MNCs. European editions that at least present European company examples or examples from other world markets are still limited. Most of the studies published on international marketing are about firms located in the U.S. and less attention is paid to European firms or firms from other countries. This also has its roots in the reality that most well-known business schools, faculties, undergraduate, master's, and graduate programs are in universities in North America, where the majority of students in the world yearn to be accepted.

This book's international focus is rather a European perspective but also covers examples from other world markets. The aim of our book is also to highlight a different perspective on how to standardize and how to adapt a global strategic focus on world markets, (i.e. on markets beyond the U.S., on European markets, and on emerging markets) and how this transition should take place. In fact, this transition takes us all, academicians and students, into new perspectives to perceive the world in a new manner. The beginning of the 21<sup>st</sup> century was marked with the rising focus on new markets; they were called emerging markets. It would, however, be more appropriate to call them "reborn" markets, as a new book published in Istanbul calls them, since these markets were not effective in world trade in the past century, but had been the leaders in the Silk Road and in other ways previously in world markets. The concept "reborn" would hence fit much better.

The future perspective should be shaped by the reader. The academicians who use this book for their lectures will hopefully be inspired to take these ideas one step further and develop new perspectives for international marketing and bring along new paradigm shifts in the field. The students who learn from this book for their present studies will also hopefully use the theoretical knowledge presented here in a successful way in the organizations they will work for in order to open their gates to world markets located anywhere on this globe. But it is our wish that they will also become inspired to apply these strategies in new ways, for new and more challenging tasks than what is required in the business world of today, since the business world is changing at a fast speed. The velocity is getting more and more difficult to catch up with and it is hard to adapt to the requirements following this differentiation. Our hope is that the students use this knowledge for better and more creative ideas to run the organizations of the future in a very successful way.

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