

## BOOK REVIEW FOR - *MARKETING IN THE FIELD OF INTERNATIONAL BUSINESS - STRATEGIC AND PRACTICAL APPROACHES*, AUTHOR ANDREEA DANIELA GANGONE

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International marketing is a firm's ability to market to almost all countries. The increasingly intense competition on global markets is a challenge facing companies at all stages of involvement in international markets. As markets open up and become more integrated, the pace of change accelerates, technology shrinks distances between markets and reduces the scale advantages of large firms, new sources of competition emerge, and competitive pressures mount at all levels of the organization. The internationalized marketplace has been transformed very quickly in recent years by shifts in trading techniques, standards and practices.

The paper „Marketing in the field of international business - strategic and practical approach” is designed and built as a theoretical basis and a tool to further the knowledge gained by studying marketing in international business as a way of understanding the contemporary market economy mechanisms.

Internationalization is a real component of the current business environment since the last decades have been characterized by global business expansion and the emergence of dramatic changes that are well analyzed in the four major parts of the work: Part I - The internationalization of business – prerequisite for the emergence and development of marketing; part II - international market opportunity assessment, part III - Harnessing international market opportunity and, the last part, Marketing - a source of competitiveness in international business.

In this paper, the author analyzed the marketing approach as a modern international orientation on economic activities in compliance with the requirements and specific foreign markets (national, multinational, global) in order to meet their current and future needs with maximum efficiency.

The opportunity of the topic derives from the need to know and understand international marketing which occurs when one need to search, select and penetrate foreign markets in order to start new economic activities or when one wants to achieve, to sell and to promote goods and services to consumers and users in other countries. The issues presented in this paper describe the most relevant marketing decisions in the management of international portfolios of products, international pricing, creating worldwide distribution network and communication in the international business.

Throughout the 4 parts of the paper, the author made a comparative analysis of the international marketing concept, argued the role of international business dynamics simultaneously using extended local marketing (export), multi-local marketing (marketing mix differentiation) and global marketing (a standardization of the marketing mix).

The paper contains 174 pages and is divided into four main parts. The paper is efficiently organised, each part containing sub-chapters which follow in a logical order.

The paper is written in an appropriate scientific language, while the approach of the issues presented is made by constantly referring to the current international professional literature. Reference is made to 80 titles: books, studies and scientific papers, web resources. The methodology used is adequate for this approach by using modern analytical tools such as case studies, comparative analysis on a national and international micro and macro level.

The book is primarily recommended for students of economic academic programs and professionals who want to further their research in the study of international business marketing and successfully apply the principles and tools of international marketing.