

Sanja Stamenić, M.Sc., MBA¹

BOOK OUTLINE

TITLE: The Challenges of the International Market

AUTHOR: Prof. Bruno Grbac, Ph.D.

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Published in Rijeka in 2009 by the Faculty of Economics of the University of Rijeka, *The Challenges of the International Market* (ISBN 978-953-6148-74-5) is a scientific book and university textbook. It contains 379 pages and has a B5 format with hard covers.

Bruno Grbac, Ph.D., Tenured Full Professor and research adviser at the Faculty of Economics of the University of Rijeka is the book's author. As editor, author or co-author, he has published 21 books dealing with marketing management and international marketing. He has also published papers concerning his research in a number of domestic and foreign scientific journals, as well as in the proceedings of international conferences. Rapid and wide-reaching change influences business in the international marketplace. While change has always been a familiar term and phenomenon, never before have changes in the marketplace been so complex or evolved so quickly. Businesses that operate or plan to operate on the international market seek to resolve the complexity of relationships and adjust to change by making careful analyses, taking an integrated approach and monitoring business performance.

Cultural, demographic and technological changes occurring on the international market influence the way end consumers and business customers react, and make competition in the international marketplace keener. End consumers and business customers on the international market have always been, and will continue to be, the focus of interest of businesses manufacturing products or providing services that are transformed into value only when accepted by those for whom they are intended, that is, end consumers and business customers.

When competing on the international market, businesses must be quicker than their rivals in anticipating market needs. In addition, they must focus on providing their products and services with added value, making them as attractive as possible to potential end consumers and business customers, as well as capable of meeting and exceeding expectations. Hence, international marketing is becoming vital to businesses wishing to survive and flourish on the international market. The implementation of international marketing, however, requires businesses to be knowledgeable in resolving complex relationships and problems on the international market.

The Challenges of the International Market has received favourable reviews from two experienced researchers: Marcel Meler, Ph.D., Tenured Full Professor and research adviser at the Faculty of Economics of the J.J.Strossmayer University of Osijek, and Biljana Crnjak-Karanović, Ph.D., Tenured Full Professor and research adviser at the Faculty of Economics of the University of Split.

The book's author presents the results of his research in five interrelated and coherent chapters. Chapter 1, entitled *The Concept of International Marketing*, brings together debates on the nature, understanding and evolution of international marketing. It explores the

¹ New Markets Development Manager, "JADRAN" – Galenski laboratorij d.d. Rijeka, e-mail: sanja.stamenic@jgl.hr

attributes of international marketing and analyses international marketing and international trade.

The next chapter, *The Dynamics of an International Environment*, examines the powers that operate within an international environment, looks at opportunities for international marketing, and makes a case for the need of taking a systematic approach in researching the international market.

Chapter 3, *Winning International Markets*, explores the appropriate approaches to take in competing on the international market, identifies strategies for competing on the international market, and defines international market expansion strategies and global business strategies.

The chapter entitled *The Determinants of an International Marketing Mix* deals with the characteristics and special features of international product management, pricing on the international market, and the determinants of international distribution channels and logistics. It also focuses on the special traits of international marketing communication.

The fifth and final chapter outlines the *Future of International Marketing*. It discusses trends that influence international marketing activities and focuses on the strategic aspect of international marketing.

Each chapter ends with two case studies, one concerning a foreign business entity, the other, a domestic business entity.

This book is intended for anyone wishing to succeed in the international market, whether they are managers engaged in, or planning to engage in, devising a strategy for competing on the international market, or new employees, working in international marketing, export or market development markets, for whom this book is a good start in learning about the international marketplace. It is also aimed at undergraduate and postgraduate students. The book assumes the reader has basic knowledge of marketing or has been exposed to the international environment through previous work.

The ideas and citations of many other researchers and authors, used to argue certain points, have contributed to making this book, as have many managers whose approaches to success on the international market are analysed in the book. The author compares theory and practices linked to international market issues, bringing them fully into perspective for the reader. To this end, the book abounds in practical examples of business operations on international markets, as well as citations, especially of foreign authors, to help explain the nature, essence and, in particular, the necessity of doing business on the international market. While the book addresses issues at the required scientific level, it also focuses heavily on the practical aspect by providing a series of examples taken from practice that readers can use as guiding principles when dealing with the international marketplace in their everyday work.

What adds to the significance of this book, dealing with the importance of the international market and the role of international marketing in helping businesses rise to market challenges, is the fact that, until now, no other book in the Republic of Croatia has addressed either the complexity of relationships on the international market or the role of international marketing in such a clear and comprehensive way.