

CdL in Economia Manageriale

Lingua Inglese

A.A. 2019/2020

What are some typical mistakes that a company can make when entering a foreign market?

Adrian Pilbeam (2010) *Market Leader – Working across cultures*. Pearson
(UNIT 4 – p. 16)

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<https://hbr.org/2015/09/the-most-common-mistakes-companies-make-with-global-marketing>

Can you think of any examples of where a company's entry into a foreign market failed and led to withdrawal from the country?

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<https://www.businessnewsdaily.com/5241-international-marketing-fails.html>

Can you think of any examples where a company has been very successful in entering a foreign market?

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<http://www.tradeready.ca/2015/trade-takeaways/4-lessons-learned-famous-market-entry-successes/>