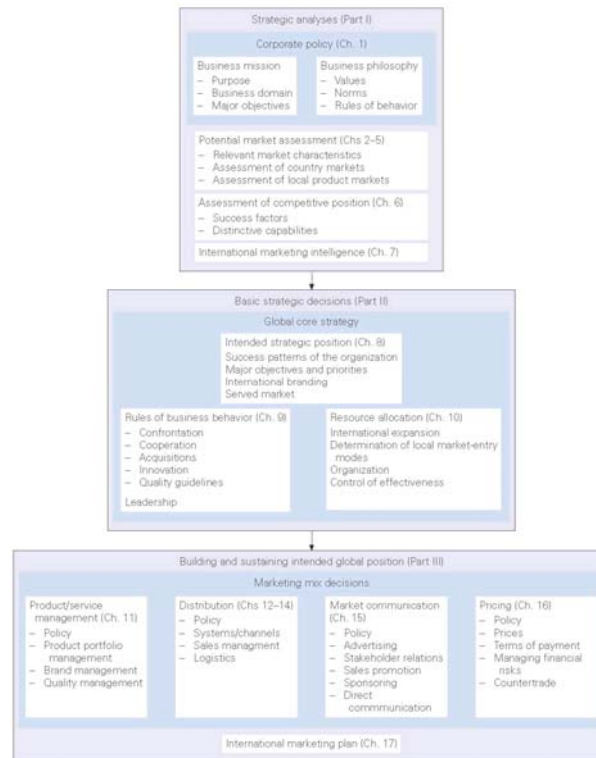


How to use the textbook and how to learn

The content and consequently the chapters of the textbook are structured in a way that follows the process of developing an international marketing strategy. The following figure will illustrate that scheme:



For learning purposes this is extremely helpful. You may see three major parts of the textbook:

- Part I – Strategic analyses
- Part II – Basic strategic decisions, and
- Part III – Building and sustaining the intended position

A close look shows that every single chapter number is shown in the scheme this way indicating the steps of the total planning process. This figure will accompany you throughout the complete textbook telling you at what step of the process you are reading a certain chapter.

As the chapters are interlinked and not separated in an abstract way learning is much easier. Still we want to help you learning. Here is some advice:

- Start by studying the scheme.
- Try to 'reconstruct' the scheme yourself.
- Make a list of what the steps, that is, chapters should contain. (Remember, you have not yet read the textbook!)
- Now start reading the textbook: Try to find and memorize all/most of the most important terms (the are highlighted in the text and mentioned in the index).
- Begin with the introduction and the first chapter.
- All chapters offer a lot of aid:

- Figures show details of the process and points where the international marketer has to make decisions.
 - All important terms and statements are highlighted.
 - Lots of practical examples describe in detail cases and practical experience. They are often accompanied by photographs and/or tables and/or figures.
 - At the end of each chapter and you will find discussion questions as well as useful internet links.
- As soon as you have read any given chapter use our interactive quiz website to test your knowledge.

Keep in mind: The scheme is your permanent and very handy guide!

May we also draw your attention to the fact that the website for the textbook contains a lot of helpful aids like useful internet links, an overview of the chapters and hints regarding other relevant literature.