

# New Challenges to International Marketing

Advances in International Marketing

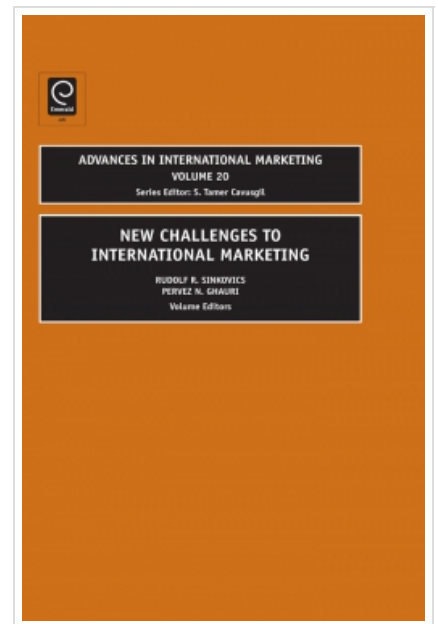
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## About the Book

Volume 20 of "Advances in International Marketing" guest-edited by Professors Sinkovics and Ghauri, addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, outsourcing and offshoring, and reliability and validity issues for construct measurement. The volume is organized in four part. Part one presents a selection of papers that focus on the internationalization process of the firm. Part two combines studies with a small firm perspective and a focus on entrepreneurship. In the Part 3 on collaborative relationships, three studies examine value creation in strategic alliances, investigate reasons for international joint venture dissolution and offer a conceptual contribution on diversification - whether diversification results in a firm's value premium or a firm's value discount. Part 4 is devoted to methodological advancements. This section provides excellent examples of methodological challenges faced by today's scholars and managers alike.



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