

INTERNATIONAL MARKETING

Transformation and Adaptation over Time

Professor Michael R. Czinkota
Georgetown University
Washington D.C., U.S.A
czinkotm@georgetown.edu

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

A BRIEF REVIEW OF HISTORY

**The Generational Increment
The Consul General**

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

FROM VERB TO NOUN 1895

Professor Cohn (München) Professor Grunzel (Zürich)

MARKETING PRACTICE

MARKETING THEORY

Shifts in marketing perspective often mirror generational changes

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

WORLD MARKETING (1935) **by Virgil D. Collins**

MARKETS ABROAD ARE DIFFERENT

HISTORY ---- CURATIVE MARKETING ---- PILLARS ---- QUESTIONS

Roland L. Kramer in his book
INTERNATIONAL MARKETING
(1959) explores the concept of
Post-Border Crossing

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

WE ARE WEIGHED DOWN (1960s)



HISTORY



CURATIVE MARKETING



PILLARS



QUESTIONS

**Michael R. Czinkota and Ilkka
Ronkainen differentiate between
multinational corporations and small
and medium sized firms in their book
INTERNATIONAL MARKETING (1984)**

HISTORY ----- CURATIVE MARKETING ----- PILLARS ----- QUESTIONS

**In 2008, both authors developed
and debated in their 11th edition
the concept of
Curative Marketing**

HISTORY

CURATIVE MARKETING

PILLARS

QUESTIONS