



# Standardisation vs. Adaptation - International Marketing in Service Firms

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GRIN Verlag Jul 2011, 2011. sonst. Bücher. Book Condition: Neu. 209x144x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 8 von 10 P, Jönköping International Business School (-), course: International Marketing, 16 entries in the bibliography, language: English, abstract: 1 Introduction Within the course International Marketing, the third project deals with academic research in international marketing and internationalisation. We have chosen to focus on the inter-national dimension of standardisation versus adaptation in service marketing. We will mainly discuss four typologies of services by McLoughlin & Fitzsimmons (1996), Lovelock (1983), Välikangas & Lehtinen (1990), and Clark & Rajaratnam (1999) and their implications for the standardisation versus adaptation trade-off. However, we will first give an overview about earlier research done within this field. Some services were international in scope long before the term 'scientific management' was ever invented or the first marketing course was taught. Shipping was an essential ingredient in opening up early trade routes, with banking and insurance following and then facilitating them. In time, large companies emerged to operate international marine freight and...



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