



Marketing in Central and Eastern Europe (East-West Business)

Erdener Kaynak

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Since the sudden opening of the markets in Central and Eastern Europe (CEE) in 1989, there has been a growing need to investigate the fundamental changes occurring in the countries' marketing environment, the lucrative market opportunities created by the changes, and the inscrutable marketing practice followed by local and international companies. Marketing in Central and Eastern Europe helps you understand the changes taking place in these valuable and challenging markets and introduces you to the emerging opportunities and effective marketing strategies to be employed in the region. Researchers specializing in CEE business; managers of international companies operating in or contemplating entering CEE markets; and students studying CEE business, East-West business, or marketing in transitional economies will better understand the region by examining issues of cross-cultural inquiry, commonality, and market segmentation. Marketing in Central and Eastern Europe also provides you with:

- a region-relevant market analysis to determine environmental dimensions of emerging markets
 - a preliminary report on market-entry strategies in Poland
 - an assessment of foreign direct investment opportunities in Hungary
 - a study of Western-style marketing applied in transitional economies
 - an analysis of marketization and Westernization used as classifying dimensions
 - information on increasing the validity of post-command economy research and application
- Although the book's chapters cover a variety of topics and use different research approaches and methodologies, they have a common theme--there is a great interest in, and an equally great need to scientifically investigate, rapidly emerging market opportunities, marketing-environment issues, and marketing-strategy problems with respect to transitional economies of Central and Eastern Europe.

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