ACKNOWLEDGMENTS

This book would have never materialized without the guidance, assistance, and encouragement of many of our mentors, colleagues, students, and executives with and from whom we have worked and learned over the years. We are truly indebted to each one of them. We also thank the many reviewers for their constructive comments and suggestions that helped us improve our argument and clarity, and raise the quality of our book.

The first co-author would like to extend thanks to his colleagues around the world. At Temple University, Dean Moshe Porat at the Fox School of Business, for emphasizing international business education and research as the school’s primary focus of excellence, and providing plentiful opportunities for this co-author to meet with and discuss with leading practitioners/executives of international business those emerging issues that are shaping and re-shaping the way business is conducted around the world. A good deal of credit also goes to Dan Zhang for having educated me with so many fascinating business examples and cases from around the world throughout the revision process.

Various colleagues outside Temple University have helped the first co-author in the writing process. Tim Wilkinson (Montana State University) offered an interesting insight into the workings of the European Union and its marketing peculiarities. Amal Karunaratna (University of Adelaide, Australia) assisted in providing interesting examples from ‘Down Under.’ Taro Yaguchi (Omori & Yaguchi Law Firm, Philadelphia) offered an update on ever-changing laws and treaties that affect firms marketing internationally. Sae-Woon Park (Changwon National University, Korea), who has many years of export management and export financing practices, assisted in documenting the most up-to-date and state-of-the-art export practices in use today.

The second co-author would like to extend his thanks to MBA students at the University of Chicago, Nijenrode University, Hong Kong University of Science and Technology, and MIM students at Thammasat University (Bangkok). He also acknowledges the valuable comments on Chapter 13 from Chris Beaumont and John Mackay, both with McCann-Erickson, Japan. Professor Niraj Dawar (University of Western Ontario, Canada) offered helpful insights on marketing in emerging markets. A word of gratitude for their feedback and encouragement is given to two colleagues who spent their sabbatical at HKUST: Jerry Albaum (University of Oregon) and Al Shocker (University of Minnesota); and special thanks to Romualdo Leones for some of the photo materials used in the new edition.

The textbook becomes ever more useful when accompanied by good resources for instructors and students. Preparing good resources is no small task. Chip Miller of Drake University deserves a special credit not only for preparing the excellent Resource Guide and Test Bank to go with the book but also for providing useful examples and insights throughout the revision process.

A very special word of appreciation goes to the staff of John Wiley & Sons, Inc., particularly, Franny Kelly and Maria Guarascio, and Cynthia Mondgock of iD8 Publishing Services, for their continued enthusiasm and support throughout the course of this project.

Finally and most importantly, we are deeply grateful to you, the professors, students, and professionals, for using this book. We stand by our book, and sincerely hope that our book adds to your knowledge and expertise. We would also like to continuously improve our product in the future.

As we indicated in the Preface, we would like to hear from you, our valued customers. Thank you!