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## Transcultural Marketing for Incremental and Radical Innovation



Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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As technology continues to drive innovation and impact societies across multiple national boundaries and cultures, new approaches towards marketing products must be created and implemented to be successful in an era of hypercompetition.

**Transcultural Marketing for Incremental & Radical Innovation** provides in depth discussion on tactics for improving existing products while inventing completely new products and product categories. This publication will prove to be helpful for scholars, practitioners, and university students who wish to better understand the importance of marketing products and services across different cultures and multiple languages.

### Topics Covered:

- Brand Equity
- Cultural Intelligence (CQ) and Cultural Indoctrination
- Culturally Diverse Markets
- Culture and Ethnic Consumer Behavior
- Market Entry Strategies
- Product Life Cycles in International Markets
- Radical Innovation in Transportation

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**Bryan Christiansen** has been the Chairman of PryMarke, LLC since 2004, a Business Analytics and Management Consultancy in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology) in the USA and Gumushane University in Turkey. Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, Spanish, and Turkish and has traveled to 38 countries during his 27-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects and is currently based in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor's degree in Marketing from the University of the State of New York and an MBA degree from Capella University. He will complete his Doctor of Business Administration (DBA) degree in International Business at Walden University in 2013.



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