



# Communicating Globally: An Integrated Marketing Approach

*Don E Schultz, Philip J. Kitchen*

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How can a company effectively communicate its message to customers and prospects all over the world? How can it ensure that its branding messages "travel"? Designed to help executives position and leverage marketing communication in the global arena and use it to their ongoing strategic advantage, *Communicating Globally* shows how to successfully strategize, select appropriate communication tactics, and then execute a global communication plan that encompasses all sources of communication, both internal and external. Based on the strong theoretical foundations of integrated marketing communication (IMC), *Communicating Globally* offers a practitioner's perspective on integrated global marketing communication (IGMC) in action through vignettes, four complete case studies of well-recognized multinational brands, and one study case. Praise for *Communicating Globally* "In the 21st century, the ability of ad agencies to provide worldwide, integrated marketing services for their clients will become essential. Only those marketers and agencies with the ability to brand products and services globally will thrive. *Communicating Globally* provides a roadmap on how to do it right." O. Butch Drake, president-CEO, American Association of Advertising Agencies "No one can provide a guaranteed formula for future success, but *Communicating Globally* comes awfully close. By combining an astute knowledge of the global marketplace, emerging trends and technologies, and good old common sense, Don Schultz and Philip Kitchen illuminate the path for successful brand building in the 21st century." Ed Faruolo, vice president, corporate marketing communications, CIGNA Corporation "Don Schultz has done it again! His unique and highly readable approach is a must for companies looking to market globally in the new century. *Communicating Globally* offers an important road map through the maze of global marketing communications." James R. Gregory, CEO, Corporate Branding, LLC "This book is important because it brings the concept of integrated marketing communications (IMC) into full international focus for the first time. This focus is maintained throughout the whole structure and it makes the book a truly conceptual work. The case studies that illustrate the practical ramification of international IMC yield significant general as well as specific lessons." John Philip Jones, Syracuse University "The 1990's introduced integrated marketing--understanding and communicating relevantly with customers by using information. *Communicating Globally* now takes the same principles and adapts them to today's dynamic global marketplace. Even better, it is written in a style that makes it easy for a non-marketer to fully understand the importance of managing a brand." John R Wallis, vice president of marketing, Hyatt International Corporation

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