



L'Oréal in China

By Mona Carolina Frank

GRIN Verlag. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Scholarly Research Paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 9, Karlshochschule International University (BWL - International Marketing Strategy), course: BWL - International Marketing Strategy, language: English, abstract: This research paper is dealing with the issue of multinational companies (MNCs) which want to operate successfully by using the theoretical approach of Bartlett and Ghoshal. Begley and Boyd go on from Bartlett and Ghoshal's scientific findings and describe this challenge as the dilemma of global consistency versus local responsiveness. Therefore there is no general best global strategy. The best way to operate in a certain market depends on the company's environment and on its aim. The Globalization Strategy seeks for efficiency whereas the Multidomestic Strategy seeks for effectiveness. To be more precisely: according to Gupta and Govindarajan the general aim of the Globalization Strategy is expanding the economies of scale and scope and the general aim of the Multidomestic Strategy is the local adaptation of products, services and processes. Consequently by using this strategy a company can increase market share, improve price realization and...



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