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International marketing plays a central role as multinational corporations (MNCs) seek market opportunities and expand globally (Douglas & Craig, 2006).

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Such general discussions typically conclude that Levitt's argument that the key to 306 S.P. Douglas, C. S. Craig /Advances in international marketing success in an increasing international world is the marketing of globally standardized products and brands is a gross oversimplification of the issue (to say the least).

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METHODOLOGICAL ADVANCES The first chapter in this part, "The Use of Partial Least Squares Modeling in International Marketing", by Jo rg Henseler, Christian M. Ringle, and Rudolf R. Sinkovics reviews the PLS applications in the international marketing domain and comments on strengths and weaknesses of PLS.

### **New Challenges to International Marketing (Advances in**

impact in international business research in the categories of total citations and impact factors (DuBois and Reeb, 2000). Advances in International Marketing is published by Emerald. About the Guest Editors Ruey-Jer Bryan Jean is Assistant Professor in International Business at National Chengchi University, Taiwan.

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### **International Marketing: Emerging Markets (Advances in**

International Marketing: International marketing is the export, franchising, licensing or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another country; entry through franchising or licensing in the target country; or direct investment in a foreign country.

### **About This Chapter INTERNATIONAL MARKETING**

marketing is a market concept of management of the international activity of the firm, focused on inquiries of end users of the different countries and formation of their advantages according to strategic objectives of optimization and

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international marketing and innovation", S. Tamer Cavusgil, in (ed.) Michigan State University Contributions to International Business and Innovation (Advances in International Marketing, Volume 19), Emerald Group Publishing Limited, pp. 1 - 14

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