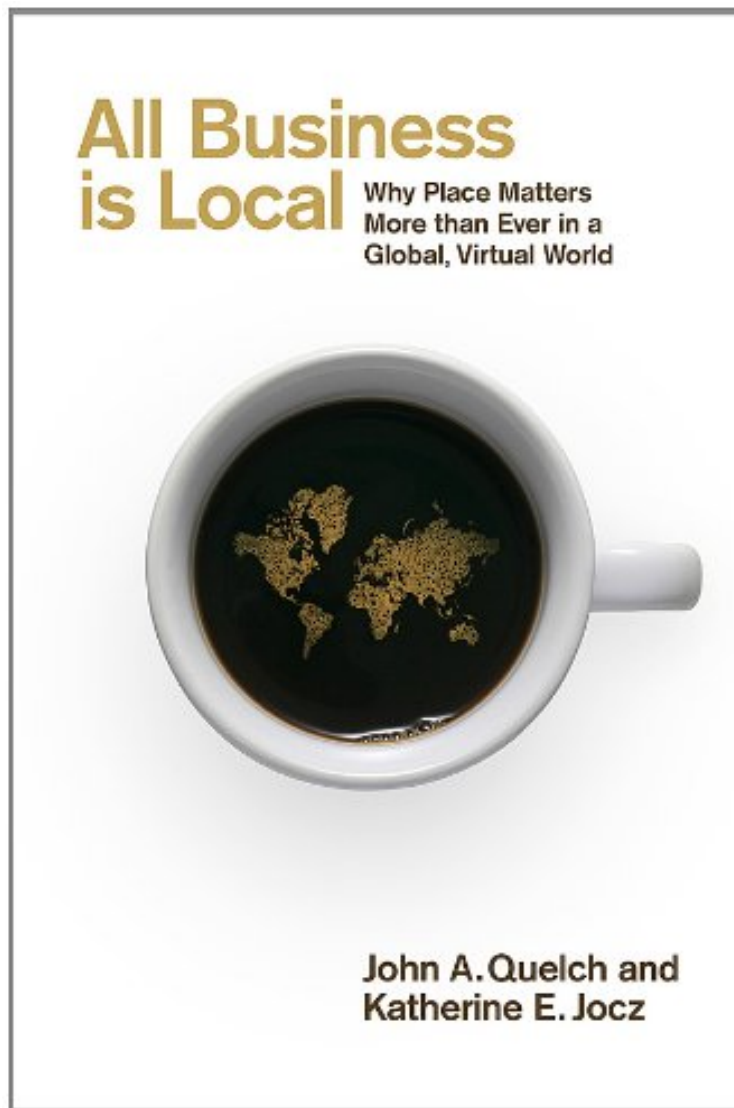


(Download free ebook) All Business Is Local: Why Place Matters More Than Ever in a Global, Virtual World

All Business Is Local: Why Place Matters More Than Ever in a Global, Virtual World

John A. Quelch, Katherine E. Jocz
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John A. Quelch, Katherine E. Jocz : All Business Is Local: Why Place Matters More Than Ever in a Global, Virtual World before purchasing it in order to gauge whether or not it would be worth my time, and all praised All Business Is Local: Why Place Matters More Than Ever in a Global, Virtual World:

4 of 4 people found the following review helpful. The more things change, the more they remain the same By N. Noor
The authors do a great job of making the case for localization and importance of geography when it comes to

branding, and in general marketing. There are some interesting anecdotes (e.g., how Malaysia attracted investment from multinational corporations) which make for an entertaining read. Also peppered throughout are high level frameworks that others have used to strike a balance around globalization and localization of various product attributes. These may help readers to consider new dimensions as they explore the concepts on their own. Having said that, towards the end of the book, the proof to support the thesis around why location is ever so important gets a bit tiring, with the last chapter rehashing some of the concepts introduced earlier in the book. 1 of 3 people found the following review helpful. Great seller and wonderful book By Torolover I just ordered this book a few days ago, and I was surprised to receive it today. The delivery is absolutely quick, and the book condition is wonderful. The book itself contains many interesting examples. A must read if you are interested in business administration and things of that sort. Wonderful seller. 0 of 4 people found the following review helpful. One Star By john broden Crappy and long winding academic writing. Shoulda known...business self help books should be burned.

Why businesses should never underestimate the power of place. Today's business leaders are so obsessed with all things global and virtual that they risk neglecting the critical impact of physical place. It's a paradox of the Internet age: now that it's possible for businesses to be everywhere at once, they need to focus on what it means to be one specific place at a time. The best global brands, from IBM to McDonald's, are by design also the leading local brands. For instance, your decision to patronize Starbucks will depend on whether it's the best local coffee shop in your neighborhood, not on how many thousands of global locations it has. Marketing experts John Quelch and Katherine Jocz offer a new way to think about place in every strategic decision - from how to leverage consumer associations with locations to where to position products on the shelf. They explore case studies such as Nike and The Apple Store, which use place in creative ways. Drawing on a blend of hard data and engaging anecdotes, this book will help any business - from global mega-brands to boutique, small town stores - influence customers more effectively.

This book is a timely reminder that not all markets are global and even those that are have local foundations. Consumers trust big brands but they also trust local relationships based in their community. Well worth the read Sir Terry Leahy, former CEO, Tesco This is not a back-to-basics book: it takes the debate a great step forward. All Business Is Local identifies and endorses the most important aspects of global market-ing - then convincingly demonstrates not just the need for local sensitivity but also the huge competitive value that an evocative sense of place can confer on ambitious brands Sir Martin Sorrell, CEO WPP Technology has rendered distance irrelevant, but that does not mean we should for-get the importance of location. Quelch and Jocz remind us that, while we may all be global citizens, we are deeply influenced by our connections to place. All Business Is Local is a thoughtful and counterintuitive book Don Tapscott, bestselling co-author of Wikinomics This book is a timely reminder that not all markets are global and even those that are have local foundations. Consumers trust big brands but they also trust local relationships based in their community. Well worth the read Sir Terry Leahy, former CEO, Tesco This is not a back-to-basics book: it takes the debate a great step forward. All Business Is Local identifies and endorses the most important aspects of global market-ing - then convincingly demonstrates not just the need for local sensitivity but also the huge competitive value that an evocative sense of place can confer on ambitious brands Sir Martin Sorrell, CEO WPP Technology has rendered distance irrelevant, but that does not mean we should for-get the importance of location. Quelch and Jocz remind us that, while we may all be global citizens, we are deeply influenced by our connections to place. All Business Is Local is a thoughtful and counterintuitive book Don Tapscott, bestselling co-author of Wikinomics About the Author John A. Quelch is dean, vice president and distinguished professor of inter-national management at the China Europe International Business School (CEIBS). He was formerly senior asso-ciate dean of the Harvard Business School and dean of the London Business School. He is also a director of WPP and Alere, a member of the Coun-cil on Foreign Relations, and a fellow of the Royal Geographical Society. Katherine E. Jocz is a consultant and writer on marketing. She was formerly a research associate at the Harvard Business School and director of networks and relationships at MarketSpace, a Monitor Group company. She has served as a member of the editorial review board of the Journal of Marketing and the board of directors of the Asso-ciation for Consumer Research.