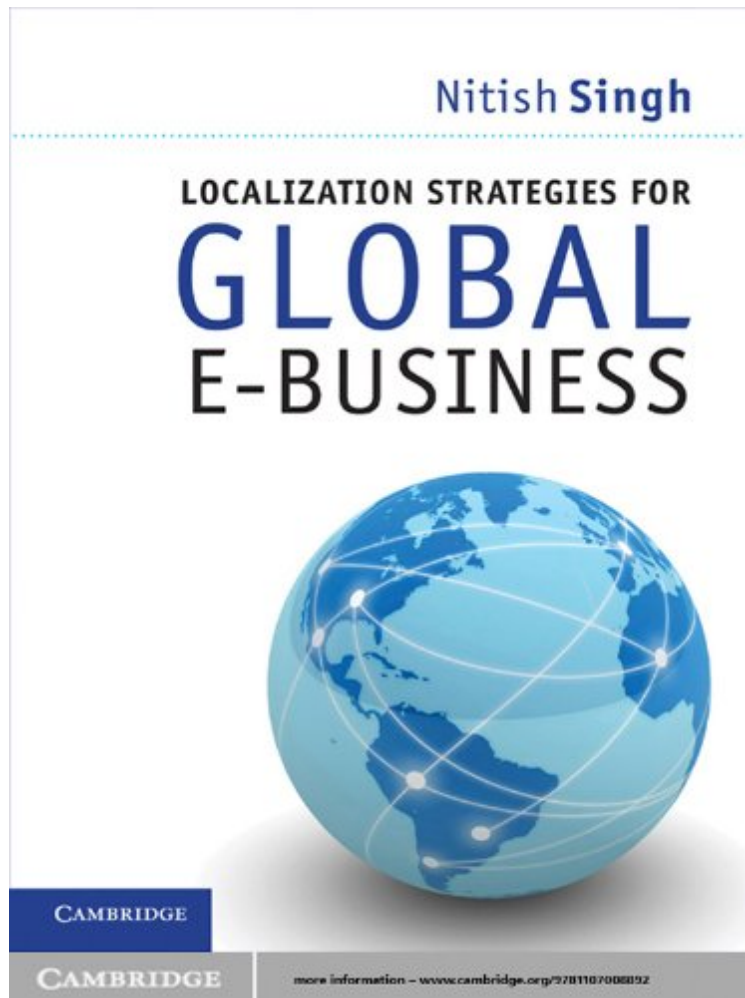


Localization Strategies for Global E-Business

Nitish Singh

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Nitish Singh : Localization Strategies for Global E-Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Localization Strategies for Global E-Business:

0 of 0 people found the following review helpful. Recommended!By PaulI actually met him in class. He is nice, professional and possess wealth of knowledge. I learned a lot from his book- did you know that Asian culture prefers block of information rather than clean look like Google? It is because they are information-driven and would like to make decisions as "well-informed buyer" while being in trend.His book doesn't stop there- he defines localization strategies into few subcategories. Given that I was an accounting student, I thought that company would do one-off single strategy for everyone, just like Apple. However, it shows that many corporation do localization strategy to adapt into the respective market. For example, McDonald have their local menu in their own country. His book says: McDonald Taiwan has ricecake burger, which is very foreign concept.His book definitely changes perspective of marketing and how business operates. Good read and I would recommend one.0 of 0 people found the following review helpful. Very useful researchBy Jerrywas very useful for my reports0 of 0 people found the following review

helpful. Five StarsBy Erick O Prado QuirozGreat insights on e commerce

The acceleration of globalization and the growth of emerging economies present significant opportunities for business expansion. One of the quickest ways to achieve effective international expansion is by leveraging the web, which allows for technological connectivity of global markets and opportunities to compete on a global basis. To systematically engage and thrive in this networked global economy, professionals and students need a new skill set; one that can help them develop, manage, assess and optimize efforts to successfully launch websites for tapping global markets. This book provides a comprehensive, non-technical guide to leveraging website localization strategies for global e-commerce success. It contains a wealth of information and advice, including strategic insights into how international business needs to evolve and adapt in light of the rapid proliferation of the 'Global Internet Economy'. It also features step-by-step guidelines to developing, managing and optimizing international-multilingual websites and insights into cutting-edge web localization strategies.

"Localization Strategies for Global E-Business is a true reflection of Dr. Singh's experience and expertise in this space. It is an excellent guide for anyone looking to learn and improve their web localization strategies in order to reach global markets. The non-technical approach allows a wide variety of professionals, students, and academics to understand the complexities in this area. The checklists and real-world examples are of tremendous value and allow the reader to instantly gain more insights. Dr. Singh took on a daunting task to bring structure into the maze of information that is out there. Based on over ten years of research, training, and consulting experience, we now have an indispensable guide for how to navigate through the various challenges and opportunities in the global e-commerce world. I highly recommend this book." - Carsten A. Kneip, Program Manager, Microsoft Corporation

"Nitish Singh is amongst the world's leading thinkers on international marketing and, in particular, how companies can harness the web to take advantage of global opportunities and growing international markets. This book clearly, comprehensively and succinctly outlines how to make maximum advantage of the opportunities presented by today's global internet economy. An invaluable piece of work." - Gary Muddyman, MD and CEO, Oxford Conversis Ltd

"Professor Singh's book is one of the most comprehensive guides to managing the many aspects of global e-commerce. It is a must read for professionals involved in global e-commerce who seek a better understanding of how to design, develop, deploy and optimize international websites." - Martin J. Spethman, Managing Partner, Globalization Partners International

"Dr. Singh brings readers clarity, depth of understanding, and strategies to better address the breadth of today's complex global business landscape. An insightful, up-to-date and highly relevant work for today's competitive online global environment." - Kevin Carl, Senior Executive, Accenture Management Consulting, Air, Freight Logistics, and Travel Services

About the Author Nitish Singh is Assistant Professor of International Business at the Boeing Institute of International Business at St Louis University, where he is also Program Leader for the Executive Certificate in Web Globalization Management. He has extensively researched and taught in the area of global e-commerce and has published more than 35 papers in peer-reviewed academic journals. He is co-author of *The Culturally Customized Web Site* (2005) and *Proliferation of the Internet Economy* (2009).