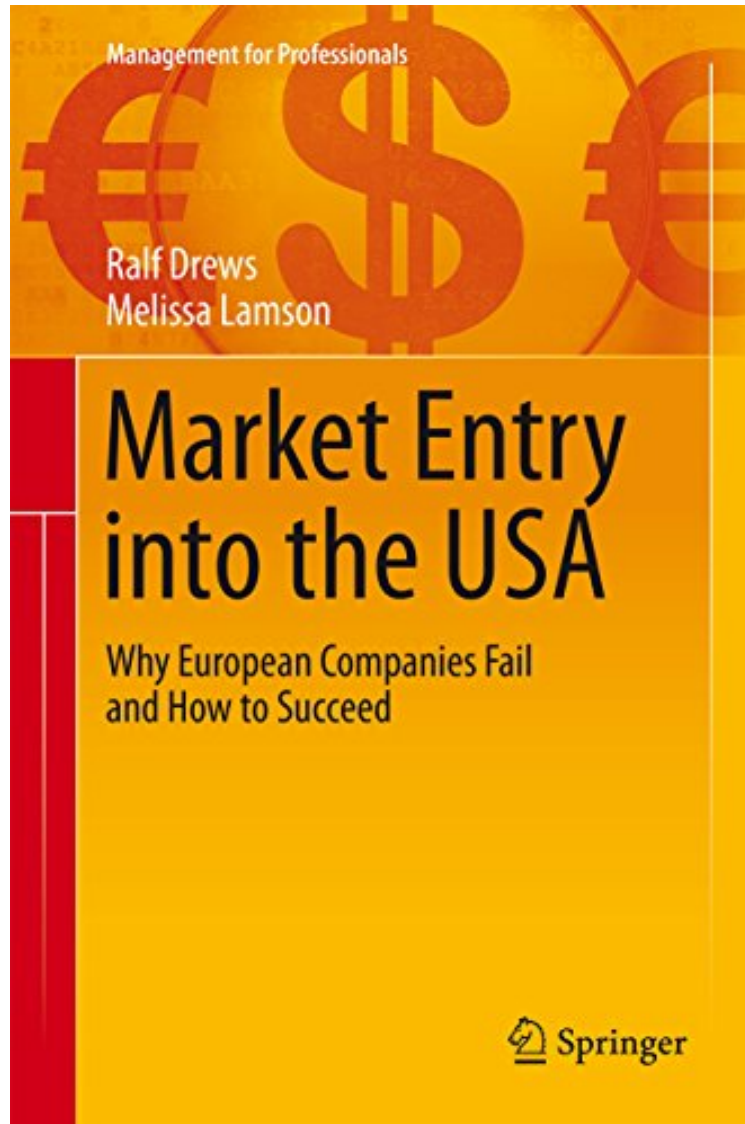


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Market Entry into the USA: Why European Companies Fail and How to Succeed (Management for Professionals)

Ralf Drews, Melissa Lamson
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Ralf Drews, Melissa Lamson : Market Entry into the USA: Why European Companies Fail and How to Succeed (Management for Professionals) before purchasing it in order to gage whether or not it would be worth my time, and all praised Market Entry into the USA: Why European Companies Fail and How to Succeed (Management for Professionals):

1 of 1 people found the following review helpful. The book effectively debunks the myth that cultural knowledge is

'soft knowledge'. By Jeremy
The book effectively debunks the myth that cultural knowledge is 'soft knowledge', rather than a critical tool for market success. The book explains key elements of a strong strategy and the practical tools to implement it. For instance, how to analyze the Value Proposition of your company before it enters the US market. This is a must read for businesses who want to crack the US market.² of 2 people found the following review helpful.
Important Global Resource
By Scott Sivan
In a global world, where every market is essentially global, it's fundamental for companies trying to enter new economies to understand and appreciate those dynamics. This book is an important resource, and guide to entering the American economy.

This book connects a buying psychology driven by American beliefs and values with a company's go-to market strategy, the goal being to sensitize readers to how the cultural values of a particular country or region can impact the business environment. The book also addresses the reasons behind these differences and therefore begins with a detailed cultural comparison of the United States and Europe, and assessments of how these characteristics impact their respective markets and customer behavior differently. Another aspect that sets this book apart is that it argues for sound decision-making processes as the first priority in any international business strategy. Readers are provided detailed insights into the variables a European company needs to understand before it makes its "go/no-go" decision, along with the tools needed to evaluate the probability of success and the risks of going to market. Once a company decides to enter the US market, the book then offers a highly customer-centric approach to developing and executing an effective market strategy.

From the Back Cover
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About the Author
Melissa Lamson is Founder President of Lamson Consulting, a consultancy specializing in developing global mindset and working across cultures. With a Master's in Intercultural Relations and almost two decades of consulting experience, Ms. Lamson has worked with leaders of large multinationals, small and mid-sized companies, well-reputed universities, politicians and individual executives to develop best practices in global business strategy and communication across cultures. Although originally from the United States, Ms. Lamson was based in Europe for ten years and has worked on corporate projects in fourteen countries within the European Union. She has an insider's view on how European managers delegate, decide and lead. Her clients include 3M, Bayer, Cisco, Commerzbank, LinkedIn, Mozilla, and SAP. Ms. Lamson has written multiple articles on cross cultural topics and has published two books with HappyAbout Publishers, *No Such Thing As Small Talk: 7 Keys to Understanding German Business Culture* and *#Cultural Transformation Tweet*. In addition to her work with clients, Ms. Lamson regularly speaks at conferences, events and universities all over the world. She has been an invited guest on local TV and Internet radio shows, and she is the host of #GlobalMindsetChat on Twitter. The Wall Street Journal has named Ms. Lamson, "An award-winning consultant with an award winning personality!" Ms. Lamson's contribution to this book is her in-depth knowledge of the impact of culture on business behavior, especially as it relates to leadership style, decision-making, strategy development and building customer relationships.
Ralf Drews has a Master's Degree in Engineering and started his career in Drauml;ger's RD department. Drauml;ger is a 3 Billion US Dollar company serving the Medical and Industrial Safety market. Shortly after he joined the company he became the Project Manager for an RD Project in the US Airforce. From 2000 to 2008, Mr. Drews was responsible for all global RD locations, one being in Pittsburgh. In this role he was responsible for the technology and product development for Drauml;ger Safety's global product portfolio. During that time he gained his knowledge about the country specific differences when it comes to product requirements. Between 2008 and 2012 Mr. Drews has been the CEO and President of Drager Safety in North America. In this role he was responsible for a 120 Mio Dollar business in the US and Canada. Mr. Drews main focus was the development and execution of a strategy which would leverage the strengths of a German technology company and at the same time consider the specific needs and barriers of the US and Canadian Market. During his tenure in North America Mr. Drews and his team were able to grow sales and EBIT (earnings before income and tax) significantly due a new and powerful go-to market strategy. Key to this success was to understand the buying habits of North Americans versus Europeans and the translation of this knowledge into a solid company strategy. During his entire professional life Mr. Drews has worked closely with Americans and appreciates the importance of understanding the cultural differences between Europeans and Americans. Mr. Drews

was also member of the Global Management Team of Drager Safety and had great insights into the Asian and European Markets.