

Cambridge English for Marketing

CASE STUDY

UNIT 4 International customer communications

Part 1 The challenges of international communication

Read the six examples of international launch campaigns (A–F). Then answer the following questions.

1. What did all these campaigns have in common?
2. Which campaign(s) ...
 - a. showed a lack of local cultural knowledge?
 - b. made a language translation error?
3. How could these problems have been solved?
4. What other factors should international marketers consider when expanding products and services internationally?

FAMOUS MARKETING MISTAKES

A

Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: 'Boothng sucks like an Electrolux.' (In the U.S., 'sucks' means 'bad' or 'terrible'.)

B

When Gerber started selling baby food in Africa, they used the same packaging as they did in the U.S., with a beautiful baby on the label. Later they learned that in some parts of Africa, it is normal for companies to put pictures on the label of what's inside for those consumers who can't read.

C

An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope's visit. Instead of 'I saw the Pope' (el papa), the shirts read 'I saw the potato' (la papa).

D

Report 'Come alive with the Pepsi Generation' translated into 'Pepsi brings your ancestors back from the grave', in Chinese.

E

The Coca-Cola name in China was first read as 'Ke-kou-ke-ke', meaning 'Bite the wax tadpole' (a tadpole is a baby frog) or 'female horse stuffed with wax', depending on the dialect.

F

When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to have read, 'It won't leak in your pocket and embarrass you.' Instead, the company thought that the Spanish word 'embarazar' (to become pregnant) meant 'to embarrass', so the ad read: 'It won't leak in your pocket and make you pregnant.'

Image 15: Free applications art

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Arhlene A. Flowers



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Publicidad contagiosa Silvia Sivera, 2016-06-30 El marketing viral se inocul en el panorama profesional publicitario como una vacuna eficaz y económica contra la supuesta inmunidad de las audiencias a los mensajes comerciales Conseguir que fueran los consumidores quienes transmitieran los anuncios espontáneamente entre sus redes sociales se consider la panacea en un mercado comunicativo sobresaturado Sin embargo la publicidad boca a oreja basada en recomendaciones ya consegu a el mismo objetivo desde tiempos ancestrales Fueron las tecnologías de la información y de la comunicación TIC las que posibilitaron el salto exponencial hacia la publicidad viral y en consecuencia un cambio de magnitudes sin precedentes los contenidos comerciales pasaban a ser compartibles a escala planetaria a la velocidad de un clic Este libro se centra en detectar las claves creativas comunes que detonaron el contagio de 651 videos publicitarios entre los usuarios de las redes sociales digitales A partir de un constructo analítico formado por drivers creativos cepas virales y la variable ambigüedad se propone la fórmula $V = c \cdot d \cdot c$ como base inspiradora para crear publicidad altamente contagiosa [Capital, Commodity, and English Language Teaching](#) William Simpson, 2022-07-28 Capital Commodity and English Language Teaching illustrates how the drive for profit in commercial ELT affects the manner in which language is taught The book looks at education as a form of production and asks how lessons are produced and how the production of profit in addition to the production of the lesson affects the operation of educational institutions and their stakeholders Simpson delivers a theoretically rigorous conception of capital and builds from this an investigation into how the circulation of capital for profit interrelates with the teaching of language Simpson discusses ELT at both a global level in discussion of the ELT industry in the UK the US Ireland Canada Japan Spain and transnationally online as well as at a more local level where finer detailed descriptions of the work lives of those within the Japanese eikaiwa ELT industry are given Drawing on a synthesis of Marxist and Bourdieusian theory the book outlines a dialectical approach to understanding capital and to understanding how the drive for profit and language education interrelate with one another Simpson concludes by showing how such an approach might open up areas for further research in a number of contexts across the globe as well as in light of the Covid 19 pandemic Providing a model for addressing global issues of ELT this book is of interest to advanced students scholars and professionals within applied linguistics TESOL sociolinguistics and linguistic anthropology language economics and related areas **Yearbook of Varna University of Management** , 2019-07-03 Volume XII Includes scientific articles and reports from the 15th International Scientific Conference on the topic of The science in help of business Modern problems of the science business education and tourism July 3rd 5th 2019 Varna Bulgaria *The Routledge Handbook of Placemaking* Cara Courage, Tom Borrup, Maria Rosario Jackson, Kylie Legge, Anita Mckeown, Louise Platt, Jason Schupbach, 2020-12-30 This Handbook is the first to explore the emergent field of placemaking in terms of the recent research teaching and learning and practice agenda for the next few years Offering valuable theoretical and practical insights from the leading scholars and practitioners in the field it provides

cutting edge interdisciplinary research on the placemaking sector Placemaking has seen a paradigmatic shift in urban design planning and policy to engage the community voice This Handbook examines the development of placemaking its emerging theories and its future directions The book is structured in seven distinct sections curated by experts in the areas concerned Section One provides a glimpse at the history and key theories of placemaking and its interpretations by different community sectors Section Two studies the transformative potential of placemaking practice through case studies on different places methodologies and theoretical frameworks It also reveals placemaking s potential to nurture a holistic community engagement social justice and human centric urban environments Section Three looks at the politics of placemaking to consider who is included and who is excluded from its practice and if the concept of placemaking needs to be reconstructed Section Four deals with the scales and scopes of art based placemaking moving from the city to the neighborhood and further to the individual practice It juxtaposes the voice of the practitioner and professional alongside that of the researcher and academic Section Five tackles the socio economic and environmental placemaking issues deemed pertinent to emerge more sustainable placemaking practices Section Six emphasizes placemaking s intersection with urban design and planning sectors and includes case studies of generative planning practice The final seventh section draws on the expertise of placemakers researchers and evaluators to present the key questions today new methods and approaches to evaluation of placemaking in related fields and notions for the future of evaluation practices Each section opens with an introduction to help the reader navigate the text This organization of the book considers the sectors that operate alongside the core placemaking practice This seminal Handbook offers a timely contribution and international perspectives for the growing field of placemaking It will be of interest to academics and students of placemaking urban design urban planning and policy architecture geography cultural studies and the arts

Syrian Kurds, the Democratic Union Party (PYD), and the Strategic Framing of the Civil War Turgay Demir, 2023-03-15 The book mainly analyzes the lobbying attempts of the PYD to sell its model of governance through the specific arguments with a purpose for engaging with the international powers the US and the UK and these countries responsiveness towards the PYD arguments While analyzing the PYD s strategies for lobbying and the responsiveness of the US and the UK the book also considers the counter lobbying efforts of Turkey and its potential challenges on these countries responsiveness towards the PYD arguments The author argues that the responsiveness of the US and the UK towards the PYD arguments is mainly related to these countries policy stances and policy objectives in Syria during the civil war In this regard the overlapping or conflicting policy objectives between the PYD the Turkish government and the US and the UK play a significant role in the responsiveness of these countries towards the PYD arguments

Web Mining V.S. Kumbhar, K. S. Oza, R.K. Kamat, 2022-09-01 Web mining is the application of data mining strategies to excerpt learning from web information i.e. web content web structure and web usage data With the emergence of the web as the predominant and converging platform for communication business and scholastic information

dissemination especially in the last five years there are ever increasing research groups working on different aspects of web mining mainly in three directions These are mining of web content web structure and web usage In this context there are good number of frameworks and benchmarks related to the metrics of the websites which is certainly weighty for B2B B2C and in general in any e commerce paradigm Owing to the popularity of this topic there are few books in the market dealing more on such performance metrics and other related issues This book however omits all such routine topics and lays more emphasis on the classification and clustering aspects of the websites in order to come out with the true perception of the websites in light of its usability In nutshell Web Mining A Synergic Approach Resorting to Classifications and Clustering showcases an effective methodology for classification and clustering of web sites from their usability point of view While the clustering and classification is accomplished by using an open source tool WEKA the basic dataset for the selected websites has been emanated by using a free tool site analyzer As a case study several commercial websites have been analyzed The dataset preparation using site analyzer and classification through WEKA by embedding different algorithms is one of the unique selling points of this book This text projects a complete spectrum of web mining from its very inception through data mining and takes the reader up to the application level Salient features of the book include Literature review of research work in the area of web mining Business websites domain researched and data collected using site analyzer tool Accessibility design text multimedia and networking are assessed Datasets are filtered further by selecting vital attributes which are Search Engine Optimized for processing using the Weka attributed tool Dataset with labels have been classified using J48 RBFNetwork Na ve Bayes and SMO techniques using Weka A comparative analysis of all classifiers is reported Commercial applications for improving website performance based on SEO is given

People and Products Allan J.

Kimmel, 2015-03-05 By examining the interface between consumer behavior and new product development People and Products Consumer Behavior and Product Design demonstrates the ways in which consumers contribute to product design enhance product utility and determine brand identity With increased connectedness and advances in technology consumers and marketers are more closely connected than ever before Yet consumer behavior texts often overlook the application of the subject to product design testing and success This is the first book to explore this interface in detail exploring such issues as the attributes and qualities that consumers demand from products and services and social and cultural forces to be aware of design and form and how they facilitate product usage technological developments and the ways they have changed how consumers interact with products product disposal and sustainability emerging and future trends in consumer behavior and product development and design This exciting volume is relevant to anyone interested in marketing consumer behavior product development technology engineering design and brand management

Policy and Marketing Strategies for Digital Media Yu-li Liu, Robert G. Picard, 2014-04-16 With digital media becoming ever more prevalent it is essential to study policy and marketing strategies tailored to this new development In this volume contributors examine government policy for a

range of media including digital television IPTV mobile TV and OTT TV They also address marketing strategies that can harness the unique nature of digital media s innovation production design and accessibility They draw on case studies in Asia North America and Europe to offer best practices for both policy and marketing strategies *Best Practices at Tier 3, Secondary* Paula Rodgers,W. Richard Smith,Austin Buffum, Mike Mattos,2020-12-28 Confidently support the students who struggle most Written for secondary educators this practical resource details how to provide intensive interventions at Tier 3 of the RTI at Work™ process Rely on the book s toolkit of best practices and easy to use strategies to help you and your team drive sustainable learning improvement and success at all secondary grade levels across the curriculum Use this resource to meet the needs of students who have fallen the furthest behind in the classroom Discover fundamental practices and tools to support students through a schoolwide collaborative RTI at Work process Understand the role of teams specifically the leadership and intervention teams in effectively implementing the RTI at Work process at Tier 3 Learn how to design and deliver assessments and instruction while utilizing best practices of a multitiered system of support MTSS Examine the importance of teaching essential academic and social behaviors and obtain strategies for delivering intensive behavior interventions at Tier 3 Gain activities and tools to apply in the classroom and further student learning Contents Introduction Chapter 1 The Purpose and Power of Tier 3 Intensive Interventions Chapter 2 The Need for Collective Commitment and Responsibility Chapter 3 Collaborative Team Structures at Tier 3 Chapter 4 Tier 3 Design to Ensure High Levels of Learning Chapter 5 Convergent Assessment at Tier 3 Chapter 6 Behavior Supports at Tier 3 Chapter 7 Academic Instruction at Tier 3 Chapter 8 Personalized Learning for Teams Epilogue Final Thoughts Appendix Resources and Tools References and Resources Index **Creative Writing and the Radical** Nigel Krauth,2016-07-18 The rise of digital publishing and the ebook has opened up an array of possibilities for the writer working with innovation in mind Creative Writing and the Radical uses an examination of how experimental writers in the past have explored the possibilities of multimodal writing to theorise the nature of writing fiction in the future It is clear that experimental writers rehearsed for technological advances long before they were invented Through an in depth study of writers and their motivations challenges and solutions the author explores the shifts creative writing teachers and students will need to make in order to adapt to a new era of fiction writing and reading *Improving Learner Reflection for TESOL* Li-Shih Huang,2021-06-03 Presenting comprehensive research conducted with learners and educators in a range of settings this volume showcases self reflection as a powerful tool to enhance student learning The text builds on empirical insights to illustrate how language professionals can foster critical self reflection amongst learners of English as an additional language This text uses ecologically sensitive practitioner research that addresses issues of both practical and pedagogical significance in the fields of TESOL language teaching and learning and teacher education By synthesizing interdisciplinary research and theory chapters show how various types of self reflection including guided and non guided group and individual forms and written oral and technology

mediated reflection can promote autonomous self regulated learning amongst students at various levels Whilst offering readers a strong grounding in the theoretical and empirical knowledge that supports self reflection the volume gives constant attention is given to praxis with a focus on effective pedagogical strategies and tools needed to implement encourage and evaluate critical learner reflection in readers own teaching or research This volume will be a critical resource for language teaching professionals interested in critical learner reflection including in service pre service and teacher educators in the field of TESOL Scholars and researchers in the fields of applied linguistics and language education more broadly will find this volume valuable

Managing Your Business Irene Dondjio, Robert Haafst, 2019-11-12 A comprehensive and hands on textbook Managing Your Business provides a wide range of models and theories to support the decision making process in strategic management With comprehensive coverage of all business units and company departments the book starts at the basics and foundations of marketing It subsequently delves into internal and external business strategies explores and discusses the financial essentials and ends with a thorough analysis on the matter of export Written in a fluent and accessible style this textbook is essential reading for undergraduate students across economics management and marketing The practical focus ensures that the book is also useful reading for managers of small and medium sized enterprises

Cases on Branding Strategies and Product Development: Successes and Pitfalls Sarma, Sarmistha, Singh, Sukhvinder, 2014-12-31 The process of creating iconic brands varies from product to product and market to market Effective branding strategies are imperative to success in a competitive marketplace Cases on Branding Strategies and Product Development Successes and Pitfalls is a collection of case studies illustrating successful brand management strategies as well as common errors of unsuccessful brands This premier reference work takes a global perspective on branding providing unique insights for academicians and industrial experts in replicating the successful strategies in different markets

Global Writing for Public Relations Arhlene A. Flowers, 2015-12-07 *Global Writing for Public Relations Connecting in English with Stakeholders and Publics Worldwide* provides multiple resources to help students and public relations practitioners learn best practices for writing in English to communicate and connect with a global marketplace Author Arhlene Flowers has created a new approach on writing for public relations by combining intercultural communication international public relations and effective public relations writing techniques *Global Writing for Public Relations* offers the following features Insight into the evolution of English language communication in business and public relations as well as theoretical and political debates on global English and globalization An understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials Strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences Storytelling skills that help writers craft compelling content Real world global examples from diverse industries that illustrate creative solutions Step by step guidance on writing public relations materials with easy to follow templates to reach traditional and online media consumers

and businesses Self evaluation and creative thinking exercises to improve cultural literacy grammar punctuation and editing skills for enhanced clarity and Supplemental online resources for educators and students English is the go to business language across the world and this book combines the author s experience training students and seasoned professionals in crafting public relations materials that resonate with global English language audiences It will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide

Professional Communication and Network Interaction Heidi A. McKee,James E. Porter,2017-06-14 Digital technologies and social media have changed the processes products and interactions of professional communication reshaping how when with whom and where business professionals communicate This book examines these changes by asking How does rhetorical theory need to adapt and develop to address the changing practices of professional communication Drawing from classical and contemporary rhetorical theory and from in depth interviews with business professionals the authors present a case based approach for exploring the changing landscape of professional communication The book develops a rhetorical theory based on networked interaction and rhetorical ethics seeing professional communication as involving new kinds of networked interactions that require an integrated view of rhetoric and ethics The book applies this frame to a variety of communication cases involving for example employee missteps on social media corporate consumer interactions and the developing use of artificial intelligence agents AI bots to handle online communication

Tulip's Bubble Tulip Mittal,2021-10-30 Things like trends happen for a reason maybe you start them and become buffeted in their sway But what exactly unfolds when all of us seek to be a part of unique cultural phenomena that hold sway over the world This book dissects socio economic nuances of various fads and trends that we are surrounded by and happily engage with The topics are not only chosen to inform readers about these fads but also make them aware of the economic factors that govern them The book is a perfect way to develop analytical skills by inspiring readers to correlate something as fun and basic as a fad or a trend with the practical in depth knowledge of a subject like economics

Rethinking Machine Ethics in the Age of Ubiquitous Technology White, Jeffrey,Searle, Rick,2015-05-31 As the utilization of intelligent machines spreads to numerous realms the discourse of machine ethics has also developed and expanded Concerns over machine intelligence and the role of automata in everyday life must be addressed before artificial intelligence and robotic technologies may be fully integrated into human society *Rethinking Machine Ethics in the Age of Ubiquitous Technology* blends forward looking constructive and interdisciplinary visions of ethical ideals aims and applications of machine technology This visionary reference work incorporates ethical conversations in the fields of technology computer science robotics and the medical industry creating a vibrant dialogue between philosophical ideals and the applied sciences With its broad scope of relevant topics this book serves as an excellent tool for policymakers academicians researchers advanced level students technology developers and government officials This timely publication features thoroughly researched articles on the topics of artificial moral agency cyber warfare

transhumanism organic neural nets human worker replacement automaticity and global governance security and surveillance military drones and more

Handbook of Research on Cloud-Based STEM Education for Improved Learning

Outcomes Chao, Lee, 2016-01-18 As technology advances so must our education system Cloud computing serves as an ideal method for e learning thanks to its flexibility affordability and availability Cloud based learning is especially dynamic in STEM education as it can significantly lower the cost of building cumbersome computer labs while fostering engaged learning and collaboration among students The Handbook of Research on Cloud Based STEM Education for Improved Learning Outcomes prepares current and future instructors for exciting breakthroughs in STEM education driven by the advancement of cloud technologies From virtual lab and app construction to information sharing and course material distribution this volume touches on a variety of topics related to the benefits and challenges of adopting cloud technologies in the classroom This book is an invaluable reference for educators technology professionals administrators and education students who wish to become leaders in their fields

Transcultural Sound Practices

Carla J. Maier, 2020-02-06 Listening to the sound practices of bands and musicians such as the Asian Dub Foundation or M I A and spanning three decades of South Asian dance music production in the UK Transcultural Sound Practices zooms in on the concrete sonic techniques and narrative strategies in South Asian dance music and investigates sound as part of a wider assemblage of cultural technologies politics and practices Carla J Maier investigates how sounds from Hindi film music tunes or bhangra tracks have been sampled cut looped and manipulated thus challenging and complicating the cultural politics of sonic production Rather than conceiving of music as a representation of fixed cultures this book engages in a study of music that disrupts the ways in which ethnicity has been written into sound and investigates how transcultural sound practices generate new ways of thinking about culture

Audiovisual Translation in India

Priyanka Rachabattuni, J. Prabhakar Rao, 2024-08-20 This book provides a comprehensive introduction to Audiovisual Translation AVT in India It examines the AVT of TV advertisements analyses trends and practices of AVT in India and studies the challenges faced by AV translators including synchronising video with voice dialogue in advertisements and time and space text compression for subtitling The volume studies the interplay of language culture transfer and the role of the AV translator in Indian AV advertisement translations and looks at how global advertising impacts local language and culture It emphasises the role of the translator and explores how the translator devises strategies by considering various elements in an AV medium to achieve equivalence through the translation process Drawing on case studies this work will be indispensable to students and researchers of translation studies media studies language and linguistics advertising film studies communication studies and South Asian studies

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