

The Flat World



FOR INTERNATIONAL READERS

HUMANS ARE HUMANS

Consumers are humans first. Their marketplace behavior gets its nourishment from the wellspring of human behavior. A majority of CB concepts (80%) are actually concepts and theories about universal human behavior. They are, at their core, country-neutral.

CONSUMERS ARE CONSUMERS

Consumers learn brand images through classically conditioned associations. In high involvement conditions, they elaborate the message. Rational consumer attitudes are based on brand beliefs. Consumers are info-misers and use heuristics (rules of thumb). Framing biases their judgments. Reference groups influence consumers in three separate ways. Consumers use products as identity markers. They use brand stories to enact their own life dramas. Consumers can't count their money correctly... On and on, the book reveals and explains these CB theories—with zeal unstoppable by context, country, culture.

This is because ALL consumers behave this way—whether they are shopping at a department store in New York, a boutique shop in Singapore, a floating market in Thailand, or medieval street markets in Morocco.

The WORLD IS FLAT

Lenovo, LG, Samsung, Sony, Dove, Chanel, Diesel, Billabong, Yellow Tail, Oolong—these non-U.S. brands are today truly global. Among stores, Seven-Eleven, a U.S. headquartered company, has a store in every city block in Japan, and Hermès opened its first store in Sao Paolo in 2009. No good marketing book today can be anything but INTERNATIONAL.

GLOBAL REMIX SERVED

But country and culture do add alluring, vibrant colors on the canvas of universal consumer behavior. The book samples these from far and wide—not only in the examples (e.g., Modern Sound in Seoul, Lingerie Perdue in Saudi Arabia, and Romancing Singapore Campaign) but also in concepts (e.g., *face saving* in China) and in research studies (e.g., brand communities in Spain, Austria, and Switzerland). Look for the globe icons.

TALES FROM THE WEST

About readers not from North America, one thing is certain. Either your marketplace is similar to the marketplace in the U.S. (many Western European countries and urban centers around the world are), or it is dissimilar. Either way, tales from the West can be fascinating—and what 20-something in the new century doesn't want to read about the New World consumers and marketplace? Admiration, curiosity, critiquing, differentiation—any reason is a good reason.

NOW TRANSLATE THIS, DUDE/ DUDESS!

When given a project to do, students often ask for a sample report as a guide. An ideal sample report is one that resembles but is not a carbon copy of the purported student report. So the book is an invitation to this general experiential project: Here is how this specific CB concept works in the country implied in the book. Now go find out how it works in your country. Students learn if they find it to be similar. They learn even more if they find it to be dissimilar. True learning comes more from that which is different from the already familiar.

W E L C O M E T O T H E E X C U R S I O N !

