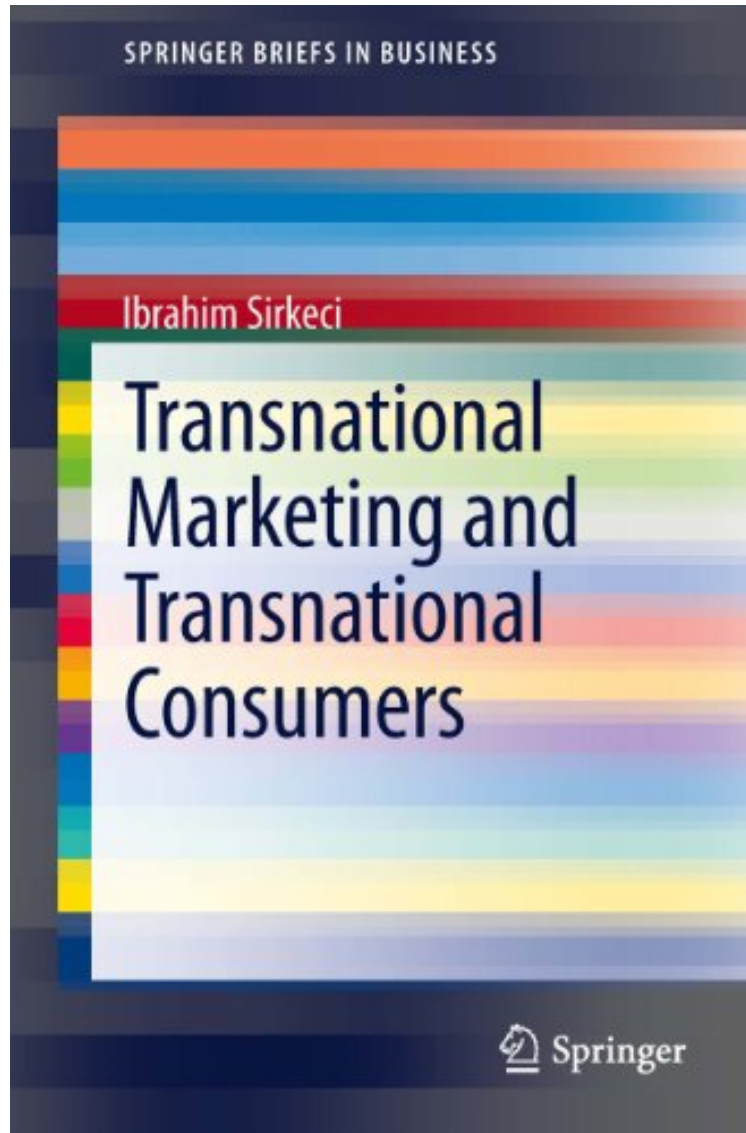


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## Transnational Marketing and Transnational Consumers (SpringerBriefs in Business)

*Ibrahim Sirkeci*

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Transnational Marketing and Transnational Consumers are becoming increasingly common in today's globalizing and

fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand "glocal" referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance, and consumers. Transnational Mobility of Consumers is of increasing importance for understanding transnational marketing. Prof. Ibrahim Sirkeci's new book, *Transnational Marketing and Transnational Consumers*, deals with this important issue in an excellent way. The book is highly recommendable for both academics and practitioners in International Marketing. Svend Hollensen, University of Southern Denmark, Author of *Global Marketing*; (Pearson)

From the Back Cover *Transnational Marketing and Transnational Consumers* are becoming increasingly common in today's globalizing and fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand "glocal" referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance, and consumers. About the Author Ibrahim Sirkeci is Professor of Transnational Studies and Marketing, as well as the Director of the Regent's Centre for Transnational Studies (RCTS) at Regent's College London. He also heads the MA programme in International Marketing at European Business School London. He holds a PhD from the University of Sheffield and a BA in Political Science and Public Administration from Bilkent University. His main areas of expertise are Human Mobility, Conflict, Transnational Marketing and Consumers, Marketing of Business Schools, Labour Markets, Remittances, Segmentation, and Digital Piracy. He has taught International Marketing, Transnational Marketing, Consumer Behaviour, and Principles of Marketing to diverse student groups at universities in the UK, Germany and Turkey. His professional profile includes serving as a consultant to the World Bank, the European Parliament, the Turkish Government, and Euromonitor. Sirkeci has published several books, over 60 research papers and delivered over 65 invited speeches in Europe and the US. He also serves on the editorial boards of several scholarly journals while at the same time editing *Transnational Marketing Journal* and the *Migration Letters Journal*. His most recent book '*Migration and Remittances during the Global Financial Crisis and Beyond*' was published by the World Bank.