



# Marketing Management in Geographically Remote Industrial Clusters: Implications for Business-to-Consumer Marketing

*George Tesar, Jan Bodin*

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This book is the first to cover marketing management issues in geographically remote industrial clusters (GRICs). The phenomena of GRICs have increased in importance, especially in the Nordic countries, due to changes in industry structures as well as political ambitions. The practice of marketing and marketing management is not singular to industry clusters in Nordic countries. Remote areas in parts of the United States, South and Central America, and South East Asia exhibit similar tendencies.

The problems faced by many entrepreneurial managers managing start-up or even existing enterprises are complex and require an in-depth understanding not only of the problems themselves, but also of the contextual framework in which these problems need to be solved. This book contains original cases that cover issues like cluster formation, information gathering, marketing strategies and operations, and information-technology. Examples come from industries like textile & furniture, automobile, agromachinery, food, wine, software, and management consulting.

Readership: Students studying marketing management, business professionals involved in managing industrial clusters, policy makers, government officials and economics and regional development specialists.

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