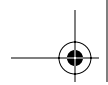




# Index

## A

- Absolut Vodka, 116–17
- Adbusters, 28
- Adidas, 117–18
- Affluence effect, 121–23
- Affluenza* (television program), 26–27, 39
- Agricultural subsidies, 189
- Altman, Robert, 6
- America
  - as commercialized society, 167
  - future generations, 155–57
  - statistics on, 148–50
  - vacation time, 172–75
  - values in, 150–59
  - way of life in, 147–50
  - winner-take-all society, 157–59
- American brands
  - anti-Americanism and, 139–43
  - Japanese brands compared, 115
  - overview, 106–7
  - product categories and, 107–10
- American market, 74–78
- The American Challenge* (Servan-Schreiber), 128
- Anti-Americanism, 190–94
  - American brands and, 139–43
  - American way of life and, 161–63
  - data on, 18–20
  - Europe and, 129–30
  - France and, 128
  - George W. Bush and, 134–41
  - global marketing and, 78–79
  - in-your-face politics and, 16–18
  - 9/11 terrorist attacks, effect of, 130–34
  - before 9/11 terrorist attacks, 127–30
- Anti-globalization
  - anti-Americanism and, 13–14
  - branding and, 11–14
  - brands, attacking, 87
  - culture differences and, 9–10
  - generation gap and, 14–16
  - global marketer, 10–11
  - homogeneity among markets and countries and, 95–96, 117
  - limits of attacks on American brands, 119–21
  - local brands and, 95–96
  - localization successes and, 96–97
  - market power and, 93–95
  - movement for, 82–96
  - outsourcing manufacturing jobs and, 94–95
  - overview, 8–10
  - product categories and, 107–10
  - protesters, diversity of, 86–88
- Anti-marketing. *See also* Marketing
  - Affluenza* (television program) and, 26–27
  - irresponsible marketing, 6–7
  - marketing saturation, 5–6
  - marketing threat, 4–5



movement for, 25–32  
 overview, 2–4  
 Automobile industry, 35

**B**

Ballmer, Steve, 172  
 Barber, Benjamin, 89–91  
 Becker, Gary, 172  
 Beckham, David, 118  
 Beers, Charlotte, 136  
 Benetton Group, 34, 116–17  
 Bertelsmann AG, 117  
 Blair, Tony, 133–34  
 Blind taste tests, 48–49  
 BMW, 13, 68  
 The Body Shop, 117  
 Brand America, 136–38, 142, 191  
*Branded: The Buying and Selling of Teenagers* (Quart), 28, 39  
 Brand equity, 33  
 Branding, 187  
 Brand names  
   competition between marketers and, 33  
   overview, 12–14  
   used to differentiate between products, 33–34  
 Brands  
   attacking, 87  
   centralization and, 67  
   country of origin and, 87–88  
 Burdick, Eugene, 70  
 Bush, George W., 16, 130, 131–41, 142–43, 191–93

**C**

California and global marketing, 75  
 Caller ID, 23  
 Captive marketing, 24  
 Centralization, 66–68  
 Choices, increase in, 31–32  
 Churchill, Winston, 156  
 Clinton, Bill, 134  
 The Coca-Cola Company, 12–13, 68, 71, 85–86, 87, 99–100, 186–87

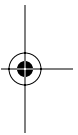
Cola wars, 98–100  
 Commercialized society  
   America as, 167  
   Europe and, 169–75  
   Japan as, 167–69  
 Commercials  
   problem-solving commercials, 45–46  
   television commercials, volume of, 45  
 Competitive pressure, 56–59  
 Competitors, marketing war between, 32–37  
 Consumerism, transcending, 197–98  
 Consumers  
   behavior, 51–53  
   empowerment of, 49–51  
   frustration of, 195  
   intelligence of, 48–49  
   stress of, 52  
 Consumerspace, 36–37  
 Coordination and global marketing, 65–66  
 Country of origin and brands, 87–88  
*Culture Jam: How to Reverse America's Suicidal Consumer Binge and Why We Must* (Lasn), 28

**D**

Daishowa-Marubeni, 110  
 Demonstrations  
   increase in, 11–12  
   against WTO, 8  
 De Tocqueville, Alexis, 178  
 Discretionary income of teenagers, 7  
 Distribution of products, 27  
 Donizetti, Gaetano, 31  
 DoNotCall registry, 5, 23, 29, 185  
 Duesenberry, James, 55

**E**

*The Elixir of Love* (opera), 31  
 Emotional appeals, 46–47  
*The End of Globalization* (Rugman), 84





Ethnocentric marketing, 76–78

Europe

- anti-Americanism, 129–30
- commercialized society, 169–75
- natural resources, 170
- religion in, 179
- vacation time, 172, 174–75

European brands

- overview, 116–18
- youth products and, 118–19

## F

Falwell, Jerry, 179

Familiarity with culture of home country, 151

*Fast Food Nation: The Dark Side of the All-American Meal* (Schlosser), 28, 39

Fear appeal, 45

Foot in the door marketing, 55

Ford Motor Company, 64, 66–67, 75

Foreign brands, 72–73

Foreign country of origin, 68–74

Foreign markets, 59–60

France

- anti-Americanism in, 128
- patriotism in, 178

Franklin, Benjamin, 150

Freedom, 152–55

“The Free-Trade Fix” (Rosenberg), 84

Friedman, Thomas L., 102, 105

Future generations, 155–57

## G

Garten, Jeffrey, 139

Gates, Bill, 9, 172

General Motors Corporation, 2, 64

Gingrich, Newt, 135–36

Global imperative, 9–11

Globalization

- affluence effect, 121–23
- American way of life and, 147–50
- income distribution and, 157–59
- positive aspects of, 188–90, 194–97
- success of, 84–86

*Globalization and Its Discontents* (Stiglitz), 83

“The Globalization of Markets” (Levitt), 64

Global localization, 100–102

Global marketing

- American market and, 74–78
- anti-American sentiments and, 78–79
- California and, 75
- centralization, 66–68
- coordination, 65–66
- ethnocentric marketing, 76–78
- foreign brands and, 72–73
- foreign country of origin, 68–74
- legitimacy of, 69–71
- local brands and, 71–72
- local customization, 64
- platform design, 63
- sales orientation, 62–68
- standardization, 63–65
- top-down system for, 66–68

Goizueta, Roberto, 100

Graham, Billy, 179

Green Party, 25

## H

Harley Davidson, 33

Hertz, Noreena, 83

Heyerdahl, Thor, 156

Homogenization, 95–96, 117, 198–99

Honda, 13, 63, 68, 196

Human Development Index (HDI), 148–49

Hummer, 2–4, 35, 183–84

Huntington, Samuel, 127

Hussein, Saddam, 133

## I

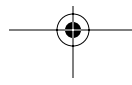
IKEA Global, 151

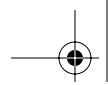
IMF, 83–84

Imitative product design strategies, 57

Income distribution, 157–59

Integrated marketing communications (IMC), 34–36





Internet marketing, 184–85  
In-your-face attitude, 20–22  
Iraq war, 191–93

## J

Japan  
    as commercialized society, 167–69  
    companies in, 57  
    natural resources, 168  
    religion in, 180  
    vacation time, 172–75  
Japanese brands  
    American brands compared, 115  
    overview, 110–12  
    quality of, 114–15  
    uniqueness of, 112–14  
*Jihad vs. McWorld* (Barber), 89–91  
Job opportunities in low-wage countries,  
    82–83  
Jobs, Steve, 156

## K

Kentucky Fried Chicken (KFC), 11, 13,  
    86  
King, Martin Luther, 152  
Klein, Naomi, 28, 92–93, 105, 107, 110,  
    138–39  
Krugman, Paul, 91

## L

Lasn, Kalle, 28  
Lederer, William, 70  
Legitimacy of global marketing, 69–71  
Leno, Jay, 131  
Levi Strauss and Company, 13, 21, 68  
Levitt, Ted, 64, 97  
*Lexus and the Olive Tree* (Friedman),  
    102  
Liquor brands, 34–35  
Local adaptation, 195–96  
Local brands  
    anti-globalization and, 95–96  
    global marketing and, 71–72  
Local customization, 64

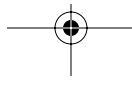
Localization, 96–102  
Lowest common denominator, appealing  
    to, 159–61  
Low-wage countries, job opportunities  
    in, 82–83  
Luxury becoming necessity, 55

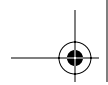
## M

Majority fallacy, 37–38  
Marketing. *See also* Anti-marketing  
    lowest common denominator,  
        appealing to, 159–61  
    negative aspects of, 183–87  
    view of people by marketers, 47–56  
    as warfare, 57–59  
*Marketing Warfare* (Ries & Trout), 57–  
    58  
Market power, 93–95  
Market research, 47–49  
Marlboro cigarettes, 52–53  
Materialism, 38–41  
Mathlouti, Tawfik, 99  
*The McDonaldization of Society*  
    (Ritzer), 88–89  
McDonald's Corporation, 7, 11, 13, 21,  
    28, 94, 98, 101–2, 195–96  
Mecca Cola, 99–100  
Mercedes-Benz, 13, 68  
Mere exposure, 54, 65  
Metrics, 187  
Microsoft Corporation, 66  
Money, relativity of, 55  
Mountain Dew, 34  
MTV Networks, 98  
Multilateral Agreement on Investment  
    (MAI), 10

## N

Nader, Ralph, 25  
National Public Radio (NPR), 6  
Natural resources  
    Europe's abundance of, 170  
    Japan's lack of, 168  
    Nestle, 67  
New choices, effect of, 55





Nike, 11, 13, 21, 66, 68, 85–86, 90  
9/11 terrorist attacks, effect of, 130–34  
Nissan, 63  
Nokia, 13  
*No Logo* (Klein), 28, 92–93, 105

## O

Obesity, 185–86  
Oil consumption (per-capita), 7  
*The One-to-One Future* (Peppers & Rodgers), 29  
One-to-one marketing, 29–30  
Outsourcing manufacturing jobs, 94–95

## P

Pampers, 9  
Panasonic, 68  
Patriot Act, 155  
Patriotism, 177–78  
Pearl, Daniel, 131  
Peppers, Don, 29  
Pepsi, 99–100  
Per-capita marketing expenditures, 7  
Perception, 44–45  
Persuasion schemas, 53  
Phone Butler, 23  
Platform design, 63  
*The Player* (film), 6  
Potter, David, 89  
Powell, Colin, 132, 135  
Privacy Manager, 23  
Problem-solving commercials, 45–46  
Procter & Gamble, 9, 63  
Product categories, 107–10  
Product distribution, 27  
Promotional tactics, 45–47  
Promotional tools, 59–60  
Protesters, diversity of, 86–88

## Q

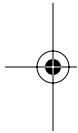
Quality of Japanese brands, 114–15  
Quart, Alissa, 28  
Quelch, John, 139

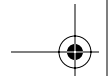
## R

Rapaille, G. Clotaire, 115  
Rebate redemption rates, 52–53  
Relationship marketing, 30  
Religion  
    in Europe, 179  
    in Japan, 180  
    way of life and, 178–81  
Repetitive advertising, 47  
Reverse-engineering, 114  
Ries, Al, 58  
Riese, Tracey, 137  
Ritzer, George, 88–89, 118  
Robertson, Pat, 179  
Rodrik, Dani, 84  
Rogers, Martha, 29  
Rooney, Mickey, 22  
Rosenberg, Tina, 84  
Rove, Karl, 135  
Rugman, Alan, 84

## S

Sales orientation, 62–68  
Schlosser, Eric, 28  
Schwarzenegger, Arnold, 35, 177  
Screen Machine, 23  
Servan-Schreiber, J.J., 128, 171  
Shafer, Morley, 3  
Sheth, Jagdish, 100  
Shopping, time spent, 38  
Siemens, 68  
*The Silent Takeover* (Hertz), 83  
*60 Minutes* (television show), 3  
Snapple Beverage Corporation, 186  
Sony Corporation, 13, 62–63, 68, 69,  
    110–11  
Sorrell, Martin, 98  
Spam, 37–38  
Sport utility vehicles (SUVs), 184  
Standardization, 63–65  
Starbucks Corporation, 13, 65, 94  
Statistics on America, 148–50  
Stein, Joel, 17  
Stiglitz, Joseph, 83  
“The STOP Song,” 15





Students, decline in foreign, 146–47  
Subliminal advertising, 25  
Sullivan, Jeremiah J., 84  
Suzuki Motor Corporation, 110  
Sweatshops, 188

## T

Target marketing, 25  
Taste tests, blind, 48–49  
Teenagers, discretionary income and, 7  
Telemarketing, 4–5, 23–24, 185  
Television commercials, volume of, 45  
TeleZapper, 4, 23  
*Thirteen* (film), 165–66  
*Time* magazine, 23–24  
Todd-Whitman, Christine, 135  
Top-down system for global marketing,  
66–68  
Toshiba Corporation, 62, 68, 87  
Tourism, decline in, 145–46  
Toyota Motor Corporation, 63, 68, 75,  
114  
Travel abroad, decline in, 146  
Trout, Jack, 58, 136, 138

## U

*The Ugly American* (Lederer &  
Burdick), 70–71  
Uniqueness of Japanese brands, 112–14

## V

Vacation time  
for Americans, 172–75  
for Europeans, 172, 174–75  
for Japanese, 172–75  
Virtue, freedom and, 153–55  
Volume of television commercials, 45  
Volvo, 13, 67

## W

Wal-Mart, 93–94  
The Walt Disney Company, 13, 34, 66  
Warfare, marketing as, 57–59  
Way of life  
overview, 175–77  
patriotism and, 177–78  
religion and, 178–81  
Willis, Bruce, 6  
Winner-take-all society, 157–59  
Wolfensohn, James, 189  
World Trade Organization (WTO), 8

## Y

Youth culture, 122–23  
Youth products and European brands,  
118–19

