

Improving Business Through Marketing, Cross-Cultural Management, and Public Relations

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Table of Contents

Preface	xiii
----------------------	------

Chapter 1

Navigating the Global Business Landscape: Key Challenges and Opportunities..	1
<i>Mustafa Kayyali, Maaref University of Applied Sciences, Syria</i>	

Chapter 2

The Dynamics of Cross-Cultural Management in a Globalized World	25
<i>Handan Akkaş, Ankara Science University, Turkey</i>	
<i>Cem Harun Meydan, Ankara Science University, Turkey</i>	

Chapter 3

Leveraging Islamic Marketing for Consumer Behavior Insights in Takaful and Bancassurance: A Cross-Cultural Management Approach	55
<i>Muhammad Nawaz Iqbal, Sir Syed University of Engineering and Technology, Pakistan</i>	
<i>Muhammad Tahir Jan, International Islamic University, Malaysia</i>	

Chapter 4

Bridging Cultural Gaps: Effective Communication in International Business....	77
<i>Mustafa Kayyali, Maaref University of Applied Sciences, Syria</i>	

Chapter 5

Culturally Attuned Promotional Strategies of Food Brands in Diverse Markets	103
<i>Mustfa Hussain, Integral University, Lucknow, India</i>	

Chapter 6

Cross-Cultural Branding and Reputation Management	137
<i>Arman Khan, Shaheed Benazir Bhutto University, Pakistan</i>	
<i>Hassan Arif Siddiqui, Shaheed Benazir Bhutto University of Veterinary and Animal Sciences, Sakrand, Pakistan</i>	

Chapter 7

Cross-Cultural Branding: Bridging Cultural Gaps Through the Integration of PR, Marketing, and Reputation Management 167

Padmashree Ritesh Chandak, School of Business, Indira University, India

Chapter 8

Crisis Perceptions and Management Strategies of Managers: A Cultural Perspective 197

Mine Elagöz, Kahramanmaraş Sutcu Imam University, Turkey

Canan Gamze Bal, Kahramanmaraş Sutcu Imam University, Turkey

Chapter 9

Strategic Collaboration-Boosting Business Success Through Marketing: Cross-Cultural Leadership and Public Relations 239

Anusha Sehgal, Christ University, India

Shreya Raut, Christ University, India

Chapter 10

The Convergence of Spiritual Practices and Health Food Choices: A Review of Their Synergy in Asian Cultures 279

Surabhi Agarwal, School of Commerce and Management, Sri Balaji University, Pune, India

Chapter 11

The Future of Global Business: Trends and Innovations 311

Jyoti Rani, Parul University, India

Ramratan Guru, Mody University of Science and Technology, India

Sakthivel Santhanam, Presidency University, India

Bhaskar Mitra, Parul University, India

Chapter 12

The Metaverse: New Revolution to Improve Brand Awareness in Marketing... 343

Leena Jenefa, Hindustan Institute of Technology and Science, Chennai, India

M. Jayakumar, Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Avadi, India

S. M. DenisAmirtharaj, Hindustan Institute of Technology and Science, Chennai, India

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Chapter 13

Indonesia-France Policy and Cooperation of Teaching Materials for
Understanding French Listening at Level A1 Using Virtual Reality (VR):
Based on Artificial Intelligence (AI), the Role of Quality Education, and
Economy Program SDGs 363

Dian Damayanti, European Alliance Innovation, Indonesia

Ninuk Lustyantje, Universitas Negeri Jakarta, Indonesia

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Agency, Ministry of Primary and Secondary, Indonesia

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Compilation of References 383

About the Contributors 433

Index 443

Chapter 5

Culturally Attuned Promotional Strategies of Food Brands in Diverse Markets

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ABSTRACT

Though, expanding abroad can be attractive, offering new opportunities for growth and cultural experiences but it also comes with many challenges. For instance, food brands which enter into international markets face significant challenges in understanding consumer behavior, cuisine, languages and psyche. Global food companies must strike a delicate balance between preserving their brand identity and modifying their messaging in an integrated and culturally sensitive manner. Thus, message must be presented in many languages and styles appropriate to numerous markets throughout the world. Different culture demands different marketing approaches from same brand. This chapter explores the challenges faced by well-known food brands in Asia and Europe, where different cultures require unique marketing approaches. It also highlights the effective promotional strategies used by companies in these regions.

INTRODUCTION

The fast food sector is one of the fastest-growing segments of food industry at global level. This sector is experiencing an outstanding growth, with a valuation of

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