

« MASTER'S DEGREE 2 » LEVEL

**MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL**  
***DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE***

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")  
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

**INTERNATIONAL BUSINESS STRATEGY**

**TEACHER:**

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**TEACHING OBJECTIVES:**

Understand what a company needs to do and understand in order to develop an international successful business strategy.

**PREREQUISITE:**

None.

**PLAN:**

<b>1. Define the right country for our business, and get prepared for our competitors reactions &amp; retaliations.</b>	Countries metrics, the competitor retaliation matrix Outcome: <b>defining the country strategy</b>
<b>2. Understand the local customers culture &amp; “care-about” by country.</b>	Customer care about, Alternate solution generator, house of quality, outcome: <b>defining the customer strategy</b>

### 3. Understand the local market status & evolution by country.

Defining the market status, the diffusion curve, outcome: **defining the right entry method.**

- BIBLIOGRAPHIC ELEMENTS:**

Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson & Kevan Scholes (2020), **Stratégique**, (traduction adaptée par Frédéric Fréry), Montreuil, Pearson, 12e édition, XXIX-697 p.

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Kotler, Philip, Keler, Kevin Lane, Manceau, Delphine & Hemmonet-Goujot, Aurélie, (2019), **Marketing Management**, Montreuil, Pearson, XLII+785 p.

Ries, Al. & Trout, Jack, (1998), **Marketing Warfare**, New-York, McGraw Hill, 216 p.