

## TABLE OF CONTENTS

---

Chapter 1: THE WHY OF INTERNATIONAL MARKETING BLUNDERS . . . .	1
Chapter 2: LANGUAGE AND TRANSLATION BLUNDERS . . . . .	27
Chapter 3: PRODUCT AND SERVICE BLUNDERS . . . . .	46
Chapter 4: DISTRIBUTION BLUNDERS . . . . .	75
Chapter 5: ADVERTISING BLUNDERS . . . . .	90
Chapter 6: JAPAN: A WORLD UNTO ITSELF . . . . .	110
Chapter 7: INTERNAL "INTERNATIONAL" BLUNDERS . . . . .	131
Chapter 8: APPLYING THE LESSONS LEARNED . . . . .	148
Chapter 9: THE (ALMOST) BLUNDER-PROOF INTERNATIONAL MARKETING PLAN . . . . .	164
Chapter 10: GLOSSARY . . . . .	171
Chapter 11: RESOURCES . . . . .	176