

Product and Brand Management (MK 8620)

Fall, 2017



Center for Excellence in
BRAND & CUSTOMER MANAGEMENT

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Assignment 1b (Readings Based Questions)

Note: Submit your answers as a single document by September 21, 2017 at 5 pm on iCollege (Go to Assessments -> Assignments -> submit in Reading-Based Questions #1b). Please name the document as:

MK8620_LASTNAME_FIRSTNAME_1b

For the article, “Multinational Diffusion Models: An Alternative Framework”, please answer the following questions:

1. What are the approaches to study multinational diffusion? What is the alternative approach proposed? How is this different from the other approaches?
2. Explain the lead-lag strategies of introducing innovations into new countries. Apart from the four cases discussed, can you think of other examples?