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## Going International

Strategies and Methods  
for Entering Foreign Markets

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### About the book

How can small and medium-sized enterprises successfully enter foreign markets? This book provides answers to the key questions of internationalization:

- What makes foreign markets different from the domestic market?
- How can companies identify and develop opportunities abroad?
- To what extent should the marketing mix be adapted to local market conditions?
- How can digital tools support international expansion?
- How can international risks be identified and managed effectively?

*Going International* is based on many years of research in collaboration with internationally active companies. It offers students and decision-makers scientific knowledge, practical tools, and digital resources to support their global growth. Special attention is given to the challenges and opportunities of digitalization and to risk management in an increasingly volatile world. The book is illustrated with two in-depth case studies of international market development, complemented by numerous practical examples drawn from real-life business experience.

### Extensive online resources and tools:

[www.going-international.com](http://www.going-international.com)

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