

Wait for It: How Do Wealth and Culture Guide International Product Rollouts?

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How do wealth and culture affect the international success of a new product, especially for those nations that have to wait? According to a new study in the Journal of International Marketing, national wealth and cultural characteristics such as individualism play a large part in citizens' enthusiasm and patience for new products.

Read more <http://www.alphagalileo.org/ViewItem.aspx?ItemId=148094&CultureCode=en>