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Comparative analysis of international marketing strategies of apple and Oppo

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Abstract

This article provides strategies that businesses used to enhance their competitiveness and bring their products to consumers quickly. Vietnam has shifted to a market economy from central planning economy. Therefore, the structure of Vietnam's markets in the long term was strongly influenced by this management mechanism. Purchasing power decreased, besides product prices decreased by about 20%, phone retail systems met very many difficulties from the beginning of the year to the present. The reason for this is probably because mobile phones have become popular products that everyone needs. But smartphones are the hope in the market, which are still growing strongly, shifting the consumer trends. In particular, the price of smartphones is declining. Especially, the low-cost race is starting to open a revolution for smartphones in the near future. Mobile phones can be said to be a product with a very short life cycle with the rapid introduction of the next generation products to replace the previous generation products. Vietnamese people often prefer innovative technology products. This fact proves that the demand for Vietnamese smartphones and mobile devices is increasing, creating favorable conditions for the development of Oppo and Apple.

Keywords: International marketing strategy, Oppo, Apple, comparison, analysis

Introduction

The world technology market has been and remains a high revenue market for businesses operating in this field. Living standards of people in both developed countries and emerging economies are increasing. They are more concerned about the need to own a smartphone and are willing to spend more money to be satisfied in return. Therefore, the industry's growth rate is always at double digits every year, and this is also the reason that makes the race to occupy "a lot of the pie" among transnational companies become fierce. In order for customers in all countries to recognize the presence of the company and choose its products instead of competitors' products, each company needs to implement an effective international marketing strategy. That strategy needs to reconcile the company's expected benefits with the needs, culture and traditions in the country it targets. Apple and Oppo are one of the companies that have done a good job of reconciling, having different and extremely effective marketing strategies for different countries, so their revenue is always high in the market they penetrated through.

Vietnam is a developing country with fast economic growth, making it a bright spot in Southeast Asia in terms of economy and development speed. The quality of life of the people is increasingly being raised due to the improved income source. Therefore, this is a potential market for foreign businesses to invest, develop and consume products in this market of more than 90 million people. The demand for high quality products or modern products of people is increasing. They desire to use smart phones including many modern affordable features. In addition, consumption styles and tastes also direct people toward high-class and modern product lines. Therefore, this is the market that Apple and Oppo aim to develop the mobile phone market. The two businesses have suitable business strategies in Vietnam market supported by international marketing activities. Apple may face difficulties when investing in Vietnam market due to cultural and demand gap, with the main product being electronic computers. In particular, in the early stages, the Apple brand was very little known and faced many difficulties from the competition of big competitors at that time such as IBM (early 70s), Microsoft (early 80s). However, since the beginning of 2001, the launch of the iPod has marked Apple's brilliant successes until now. Sales and brand value of Apple is constantly increasing. Nowadays when mentioning Apple, people think of famous products

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With the world's top quality and known by everyone as iPod, Mac and iPhone. Most recently, Apple has surpassed Google to get the title of the most expensive brand on the planet according to the Brandz Top 100 Most Valuable Global Brands rankings. It is Apple's popularity combined with its successful and long-standing experience of penetrating the national markets that can help businesses devise appropriate strategies in their target countries. As for Oppo, before smartphones, who is Oppo? Before officially entering the smartphone market in April 2013, Oppo was a well-known brand thanks to its MP3, MP4, DVD and Bru-ray players. Many of OPPO's top-of-the-line models have become popular and popular, gaining a firm foothold in the most demanding markets in the world such as the US and Europe. Entering the smartphone battlefield in Vietnam, it is a nascent brand. Moreover, it is a brand from China. Why Oppo does not stand beside phone brands such as HKPhone or Gionee, but the royal road is put on the scale with popular names like Apple, Samsung or LG? It cannot be said that it is all lucky for Oppo because in fact Oppo faces many barriers when it is a brand from China, facing the prejudices of Vietnamese consumers. So what is a good move leading to success for Oppo? The topic "Analysis and comparison of international marketing strategies of Apple and Oppo Group" was carried out with the purpose of further clarifying the international marketing strategies of these two biggest corporations in the Vietnamese market. Thereby, analyzing the similarities and differences of marketing strategies is carried out within these two groups from an international business perspective, and drawing lessons learned to serve for the future.

Theoretical framework

When penetrating into foreign markets (especially Vietnam market), the operation of businesses and organizations became complicated because at that time, the managers of Oppo and Apple had to operate in a new environment and suffered the impact of motor factors of the world economy. Therefore policies for economic activities in a market may not be entirely appropriate for economic activity in another environment. In addition to monitoring foreign markets, it is necessary to keep up with economic activities in the world economic environment such as regional groups (EU, AFTA) and international organizations: UN, IMF International Bank (Nguyen Dong Phong, Hoang Cuu Long, 2008) ^[7]. The stability or economic instability and economic policies of each country in particular and the world in general have a direct impact on the business performance and business efficiency of Oppo and Apple in foreign markets. Economic stability first and foremost is stable on national finance, monetary stability, inflation control. This is something that both Oppo and Apple are concerned and concerned because it is directly related to the business results of the two businesses, especially related to the capital security of these businesses in the country and outside (Le Thi Thu Hien, 2010) ^[13]. The competitive environment of international business enterprises includes many groups of factors such as:

- Supply ability is an influencing factor reflecting the relationship between the supplier and the company for profitability, price increase or decrease in price, increasing the quality of goods when conducting transactions with the company.
- The threat of potential competitors, the emergence of

new companies entering the market but the ability to expand production and occupy the market share of other companies (Oppo and Apple).

- Customer's bargaining power, customers can bargain through price pressure, reduce the volume of goods purchased from the company or make better quality requirements at the same price.
- Intense competitiveness within the industry of manufacturing and trading electronic products, competing on price, product differentiation or product innovation among companies that coexist in the market.
- Human factor plays a very important role in business matters in the international market. Ethnic culture influences all functions of international business such as marketing, labor resource management, financial production, etc. Many words should be culturally weak to people.
- In addition, tastes and consumption habits also greatly influence the demand because although goods are of good quality but not favored by consumers in the region, it is difficult to accept. Like Oppo, among Chinese phone brands in Vietnam, Oppo is emerging as a formidable competitor to other reputable phone manufacturers across the globe. Oppo continually increases its coverage with many large, large and well-organized media campaigns. Oppo's reception in the Vietnamese market is largely due to Oppo's ability to meet the tastes and consumption habits of Vietnamese people.
- Besides, instead of focusing on the mid-range phone market as in the aforementioned manufacturers, Oppo constantly launches high-end models, with the equivalent price even higher flagship phones from other reputable brands. With its frontal strike method, Oppo has attracted great attention from people on their monumental advertising campaigns.
- Language is also an important factor in the culture of each country. It provides manufacturers with an important means of communicating in the international business process.
- Religion can affect people's daily activities and thus affect business activities. For example: opening or closing time, holidays, vacations, anniversaries, etc. So business activities must be organized in accordance with each type of religion that dominates the market in which the enterprise are now operating. In general, in order to deal with the above issues, Apple and Oppo in particular or production and business enterprises in general must prepare appropriate international marketing strategies to penetrate foreign markets efficiently and sustainably.

International marketing can be understood as the application of the principles and theories of basic marketing in terms of international environment. The concept of international marketing differs from marketing only in that "goods and services are marketed outside a country's borders". Although this difference is not very large, it has significant changes in the way of marketing management, how to solve marketing problems, the establishment of marketing policies. International marketing includes 3 types (Tran Minh Dao, Vu Tri Dung, 2011) ^[18]:

- Export Marketing. This is a marketing activity to help businesses bring exported goods to external markets.

Thus, export marketing is different from domestic marketing because marketing staff must study the new economy, including politics of the socio-cultural environment and other things with domestic environmental conditions, forcing businesses to change its domestic marketing program to bring goods into foreign markets.

- Local Marketing (The Foreign Marketing). Marketing activities within the countries in which our company has penetrated. This marketing is not the same as domestic marketing because we have to deal with a new kind of competition, consumer behavior is also different, the distribution system, advertising and promotion are different and more complicated because each All countries have different marketing environments, the important challenge is that companies must understand the different environments in each country to have appropriate policies. That is why senior marketers are successful in one country but reluctant to move to another country.
- Multinational Marketing. Emphasize the coordination and interaction of marketing activities in many different environments. The marketing staff must carefully plan and control to optimize the synthesis as much as possible to find the most appropriate adjustments to the marketing strategies employed in each individual country.

In its nature, marketing strategy is a way for businesses to effectively exploit and use existing strengths and competitive tools through coordination of pricing, promotion, advertising and other activities. The company achieves a dominant position in order to achieve the set goals.

The role of marketing strategy is to create directions for the development of other functional strategies in the business such as production strategies, business strategies, etc.

Research methodology

Data collection methods

- Search secondary data from newspapers and magazines on the two research brands, Apple and Oppo, to be able to identify the media interest in the two brands to determine their popularity. In addition, press comments on these two brands will be relatively more reliable than information on websites or online networks.
- Search secondary data from statistical websites, market research organizations: easily find out the quantity, or the level of customer satisfaction with this famous phone company. The research results of market research organizations make the essay more vivid and have considerable credibility.

Data analysis method

- Giving basic information about the two phone companies such as the establishment time, some business activities of Apple and Oppo
- Describe and analyze the data collected on the international marketing strategies of the two mobile phone companies in Vietnam to design the tables, the results of the analysis will be compared with the effectiveness of the effectiveness of the phone companies. Marketing policies of Oppo and Apple

Comparative method

- Based on documents, available information, information that has been collected and screened will be applied to the comparison table to have an overview of strengths, weaknesses as well as real ability in international marketing competition of Oppo and Apple in Vietnam.

Research results and discussion

4P marketing strategy of Oppo in Vietnam

Product strategy

Oppo is a leader in China in building brand reputation with high quality products. In the mobile phone segment, the main target customers are young customers, especially women. Oppo products are designed with thin lines, details suitable to the needs of women. In particular, Oppo phones focus on improving the quality of the camera, catering for the "selfie" of young people. Oppo tries to differentiate itself from other competitors in the market by claiming its product is a "selfie expert". When entering Vietnam Oppo is a small phone company with mid-range phones, compared to the "big" in the smartphone industry such as Samsung or LG, there is no advantage. However, OPPO's positioning is very unique with "Camera Phone" - Selfie phone. This positioning not only hits the psychology of OPPO's target customer group (young people from 16 to 22) with the habit of taking selfies frequently, but also becomes a key competitive advantage.

But unlike Sony, OPPO also designs its products in fashion and style with delicate, diverse colors, elegant yet youthful phones. This makes OPPO also a phone company that is giving users a modern lifestyle. Oppo products that stand out and are the best sellers today are Oppo F1 Plus, Oppo F1, Oppo F1s, Oppo Neo7, Oppo A39, Oppo R7s, Oppo A37, Oppo N1, Oppo Mirror 5, Oppo F9. Oppo products have great advantages, capturing the hearts of the majority of customers. Firstly, Oppo has products that are designed very beautifully, trendy, personality, with its own characteristics, with different accents so young people are very popular. Second, Oppo phones have high configuration, touch screen with good sensitivity, high screen resolution, easy to use with Android operating system. Oppo also owns very unique smartphones. Typically, OPPO N1 with rotating camera has once fascinated many people, or as the OPPO R5 model with a thickness of only 4.85 mm has VOOC fast charging feature. Previously, OPPO had conquered many fastidious customers through the two flagships Find 5 and Find 7 with the "huge" configuration at that time.

In addition, Oppo also performs well customer support product support services On Oppo's website, Oppo asserts that customers are the core of their business and satisfying and satisfying customers is the premise for the existence of company.

Price strategy

It can be seen that Oppo uses the "low product pricing strategy to lead customers". Oppo always offers a 20% lower price than similar smartphones by using level 1 and level 2 channels to sell to the market with the lowest price possible, creating an attractive psychology for customers. Owning a smartphone with similar features and designs that only costs 20% less, does any customer not want? Although

cheaper, but the quality of Oppo phones is still appreciated by experts. Oppo wants to implement a strategy with a mid-range price to own a high-profile, beautiful phone to easily convince target customers.

Does Oppo's cheap strategy go against the psychology of considering Chinese products to be cheap and of poor quality for Vietnamese? No problem. Oppo has always paid attention and focused on building a name, brand PR, creating sympathy with the public and creating a reputation for a cheap mobile phone brand and still meeting the desires and needs of users. Moreover, Oppo products are always priced at retail, for example, Oppo F1 is priced at 5,490,000, creating a mood for customers to feel cheap and make buying decisions faster even if there is no difference of 5,500,000.

Place strategy

Oppo has proven itself to be a global brand when it appears in many countries and its products are available in 21 countries around the world from Africa, South Asia, Europe, Australia and the United States. In addition to its headquarters in Guangdong, Oppo also has headquarters in each location to be able to research and sell according to your interests and requirements suitable to each country's culture such as OPPO Bangladesh, OPPO Pakistan, OPPO Sri Lanka, OPPO India, OPPO Thailand, OPPO Vietnam, OPPO Malaysia, OPPO Philippines, OPPO Myanmar and OPPO China. In Vietnam, Oppo uses level 1 channel to sell the cheapest price possible. Oppo implements a large market coverage strategy: it has a dense distribution network, concentrated in locations where many target customers are located near universities, colleges, cinemas, etc. Oppo selecting reliable first-class distribution channels such as the mobile world, green electronics, FPT, Nguyen Kim, these retailers are trusted by customers, not only the coverage of these stores is increasing across the country, can make it easier for consumers to access the company's products.

Promotion strategy

Oppo is a very sensitive brand and focuses on 4P marketing strategy. They use a combination and a variety of marketing channels and methods to build brands successfully.

+ Sponsorship: One of Oppo's strategies is to meet customers "as much as possible". The audience must have gotten acquainted with Oppo as a sponsor, appearing with dense frequency on National TV stations, programs with a large number of viewers such as "Daddy, where are we going? ", " The Remix - Light Mix ", " Apple Force 2015 "... The frequency of appearing on such national channels, customers across the country could not help but know this brand. Moreover, Oppo also appeared in events such as Heartbeat: Liveshow marking My Tam's 10-year journey and the Color Me Run event "very hot" among young people. Sponsor reality shows like, "Daddy, where are we going?" Sponsoring this program with the idea of "Father needs both hands", understanding the behavior of consumers is very interested in watching online, so OPPO has Sponsor on zing tv to own category, using Format ads, background from OPPO to increase brand recognition

+ Brand ambassador: One of Oppo's 4P marketing strategies that bring the highest efficiency is the use of brand ambassadors. Each Oppo brand ambassador will have a "mission" to target a different customer segment. OPPO attracts a lot of famous artists in the Asian entertainment

industry to make their brands great, from G-Dragon, Yang Mi and Lee Min Ho. In Vietnam, not only Son Tung M-TP but also many other famous ambassadors are Ho Ngoc Ha, Toc Tien, Noo Phuoc Thinh or Chi Pu. All of these characters are OPPO Vietnam's brand ambassadors, but each has their own duties for each specific segment.

+ Video marketing: Oppo also conquered customers by producing touching short films, appealing, hitting the right psychology of each target customer group. For example, the short film "Negative" with the participation of Kieu Trinh and Brand Ambassador Son Tung.

Apple's international marketing strategy in Vietnam

Product strategy

Apple takes a while to look after its products. In general, the current products are diverse in design and size, complete to every small detail from the design, packaging to the company's advertising videos. These include the company's perfect products such as iphone, ipad, imac, ipob and iturns. Apple has many products and designs with high quality, superior technology, modern technology, leading the way in many areas and regularly upgrading its products, including exclusive and smooth iOS, MAC OS. The richly developed App store app Store attracts many developers and brings in high revenue.

Price strategy

Apple has always pursued a strategy of high prices and high-end market segments for its products. Specifically, Apple has applied the following 4 pricing strategies:

- Firstly, it is the whey price reduction strategy to recover the capital as quickly as possible from the launch of the product
- The second is to apply different pricing strategies in different markets to avoid hand luggage as well as maximize profits from other parts of the world to their hands.
- Thirdly, the strategy of high reference pricing, the strategy to position Apple products as high-end products and create a fixed price for their products or when discounting.
- Finally, with the strategy of creating a price umbrella, Apple creates multiple price boxes for products from the beginning or discount. This creates a barrier to enter the industry to prevent competitors from participating. On the other hand maximizes profit on price.

Distribution strategy

Apple has many subsidiaries and agents around the world. Apple has a variety of sales networks. And the telecom company, where the telephone network is, there's Apple products. This system of telecommunications companies not only helps Apple sell goods, but also prevents excess storage and storage of goods. Setting up a factory in China will help save costs, labor and transportation.

Communication strategy

Apple takes advantage of the media to promote its products by launching rumors about new products. In addition, they also arrange their products on movies and television channels, in this way these products are deeply ingrained in the minds of the viewers. In addition, they also have forums to post photos of products that make users curious, the products they have appeared at the major technology fair

World Expo. In the end, they managed to create the craze especially in Asia.

From the above analysis, we set up a specific comparison table as follows

Table 1: Comparison of international marketing strategies of the two companies

Strategy	APPLE	OPPO
Business philosophy	"The art of saying no" means that Apple does not choose to find out what customers want to serve because customers do not know for themselves what they want. So Apple created a product that customers will have to like.	"Augmented reality experience", ie Oppo gives customers an offline experience. Understand the needs of customers who want advice and see the product firsthand, practical experience, even if they do not intend to buy.
Product	The screen size of the Apple product lines varies with the increase. As for the iPad, the trend changes in size. Quality sales team, professional service attitude, giving customers exciting technology experiences.	Design products in fashion and style with delicate, diverse colors, elegant yet youthful phone models. "Camera Phone" - Selfie photography phone. Oppo has a high configuration, touch screen with good sensitivity, high screen resolution, easy to use with Android operating system. Oppo does a good job of providing customer support services on Oppo websites.
Placement	Apple has its own direct retail chains and internet sales websites.	Oppo implemented a large market coverage strategy: having a dense distribution network, concentrated in locations where many target customers such as universities, colleges, cinemas, etc.
Promotion	Make messages that are simple, easy to understand, easy to remember and easy to share. Through media such as articles written about product quality, details about new products. Apple provides the press with some new and unique information for them to write about Apple. Apple takes advantage of advertising through methods between customers.	"Building images" to move up the premium segment. Oppo is a very sensitive brand and focuses on marketing mix strategy. They use a combination and a variety of marketing channels and methods to build brands successfully. Especially the strategy of using "brand ambassadors", each brand ambassador has a duty to target a different customer segment.
Price	Pricing is higher than competitors. Apple believes that a high quality product deserves a high price. Apple's pricing strategy is to launch new products at high prices, to reduce prices, and then to introduce new products at equally high prices and to further reduce prices.	"Low product pricing to lead customers"

Source: Own development

Discussion

Compared to Apple, Oppo entered the phone market quite late, in the context of too many reputable phone companies before, Oppo needs to have technological breakthroughs to meet user needs, the majority of young people currently Now setting the criteria to buy a phone with shimmering photography function to save the most beautiful youth, Oppo has done it beyond the youth's expectations. On the other hand, Oppo's branch has a dense network, Oppo stores can be found in any street that makes it easy for buyers to pay attention. Oppo also applies mass marketing strategies on all media, attractive promotions, so the cost of advertising is heavily invested. Apple is one of the successful companies with its marketing strategies. That is absolutely right. The strategy that Apple uses is different from competitors from stages such as establishing the Website to introduce new iPhone products, Customer Care as well as advertising on the mass media. These strategies have given Apple many advantages because it allows Apple to join different countries without having to change anything in their management organization or operating organization globally, due to that it has lower cost. Apple does not need to adapt to a country's culture or lifestyle because it itself provides the same for its customers.

Conclusion and Recommendation

In all economic forms, there is competition, competition between buyers and buyers, between buyers and sellers, between sellers and sellers, the competition between sellers and sellers is the fiercest. The mobile phone market is the most difficult market to step in right now unless technology really has a huge breakthrough as phones can completely

replace people. In addition, the introduction of products into foreign markets will be the first step to confirm the perfection of the product compared to the products already present. Globalization and standardization has become an important feature of economics and international trade. Over the past several decades, international marketing has grown significantly. The trend of globalization of products and markets is becoming increasingly clear. Apple was born earlier than Oppo became an advantage, a "elder" trusted by users, therefore, Oppo has implemented a mass strategy and directly hits the tastes of young people today. However, software such as B612, Camera 360, Bigsart, etc. with just a regular phone installed with beauty software can easily defeat Oppo, so Oppo needs to create a breakthrough new technology. Oppo should have a broader vision such as setting up voice recognition, phone secretary to help users organize, remind the healthy living schedule of the day to make it reasonable, turning the phone into a companion on the go, not making a phone a slave to a user. For Apple - one of the two hegemonies in the phone world, Apple looks extremely eye-catching, luxurious, novel box-shaped designed and security key is difficult to "crack". The voice recognition feature becomes a breakthrough. The new breakthrough makes Apple temporarily in the technology lead, but temporarily only temporarily, another technological breakthrough can also shake up this leading position, now Apple is mainly sold in stores. Mobile World, "private mobile phone retail stores do not have their own specialized stores, but" Mobile World "stores do not sell only Apple if a user wants to buy Apple." Mobile world is seeing a better phone, better fit, more affordable price or better value. If recommended directing users to another

phone company, the probability that they buy Apple is only 50/50. But if a buyer enters a store that only sells Apple, the percentage of buyers will increase to 80/100, so Apple is being weak in specialized stores, this problem needs to be overcome soon. Another problem of Apple because there is no specialized store that arises is "Counterfeit" Apple, counterfeit goods are sold exactly like the real thing but with a lot cheaper than the real market, the phones That fake is used, once problems arise, users will be responsible for the Company because of its appearance and software exactly like Apple. So software development is necessary, but retail marketing and development are also needed.

Currently, in the business, it is extremely important to capture customer psychology, because they are a factor to help survive and develop in the long run. However, it is not easy to grasp the psychology of customers because their needs and tastes are always changing. Therefore, the market research of enterprises is a very important issue. It affects the business situation in the present and the future of the business. From the right international marketing strategies, Apple and Oppo have been and will always achieve good business results, will always be the leading companies in the field of digital technology in the world.

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