

Svend Hollensen
Department of Entrepreneurship and Relationship Management
Business-to-Business Marketing and Supply Chain Management
Postal address:
Alsion 2
6400
Sønderborg
Denmark
Email: svend@sam.sdu.dk
Phone: 65501218
Fax: 65501779
Mobile: 22519678



Publications

Understanding incubation during foreign market entry: Lessons learnt from an illustrative Danish case study

Gretzinger, S., Dyhr Ulrich, A. M., Hollensen, S. & Leick, B., 9. Dec 2020, In: Journal of Business and Industrial Marketing.

Relationship Building in IoT Platform Models: the Case of the Danfoss Group

Hollensen, S., Eskerod, P. & Dyhr Ulrich, A. M., 1. Aug 2020, In: Journal of Business Models. 8, 2, p. 73-91

El marketing en redes sociales: Una guía práctica

Opresnik, M. O., Kotler, P. & Hollensen, S., 10. Apr 2020, 4. ed. Opresnik Management Consulting. 248 p. (Opresnik Management Guides; No. 15).

Sustainability and IoT Readiness within Hotels

Hollensen, S., Morales-Contreras, M. F., Arteaga, J. & Eskerod, P., 6. Feb 2020.

Danfoss in China: How Family-Owned Danfoss Turned China into Their Second "Home-Market"

Hollensen, S., Boyd, B. & Goto, T., 15. Jan 2020, SAGE Publications. 18 p.

Global Marketing

Hollensen, S., 14. Jan 2020, 8. ed. Harlow UK: Pearson Education. 757 p.

Der Social-Media-Vorteil für "kleine" Sportclubs

Hollensen, S. & Awad, K., 1. Dec 2019, In: Marke 41. 2019, 6, p. 8-15

Drivers for Pursuing Sustainability through IoT Technology within High-End Hotels: An Exploratory Study

Eskerod, P., Hollensen, S., Morales-Contreras, M. F. & Arteaga-Ortiz, J., 28. Sep 2019, In: Sustainability. 11, 19, 21 p., 5372.

IOT and Platform Stickiness in B2B markets - the case of the Danfoss Group

Dyhr Ulrich, A. M., Eskerod, P. & Hollensen, S., 22. Aug 2019.

Moderne markedsføring

Andersen, O. E., Faarup, P. K. & Hollensen, S., 1. Aug 2019, 3. ed. København: Hans Reitzels Forlag. 876 p.

Social Media Marketing: Marketer nella rivoluzione digitale

Kotler, P., Hollensen, S. & Opresnik, M. O., 1. Jul 2019, 3. ed. Via U. Hoepli, 5 - 20121 Milano : Hoepli. 200 p.

Marketing: A relationship perspective

Hollensen, S. & Opresnik, M. O., 10. May 2019, 2. ed. World Scientific. 502 p.

Five Phases Of Internationalization

Hollensen, S., 1. Mar 2019, *Marketing Models*. Buch-Madsen, K. (ed.). Copenhagen: Samfundslitteratur, p. 188-191

Funnel Model For International Market Selection (ImS)

Hollensen, S., 1. Mar 2019, *Marketing Models*. Buch-Madsen, K. (ed.). Copenhagen: Samfundslitteratur, p. 200-203

Hollensen's Glocalization Model

Hollensen, S., 1. Mar 2019, *Marketing Models*. Buch-Madsen, K. (ed.). Copenhagen: Samfundslitteratur, p. 208-211

Hollensen's Market Assessment Model

Hollensen, S., 1. Mar 2019, *Marketing Models*. Buch-Madsen, K. (ed.). Copenhagen: Samfundslitteratur, p. 196-199

Hollensen's Model For Entry Mode Choice

Hollensen, S., 1. Mar 2019, *Marketing Models*. Buch-Madsen, K. (ed.). Copenhagen: Samfundslitteratur, p. 204-207

International Competitiveness From Macro To Micro

Hollensen, S., 1. Mar 2019, *Marketing Models*. Buch-Madsen, K. (ed.). Copenhagen: Samfundslitteratur, p. 192-195

Social Media Marketing: A Practitioners Guide

Hollensen, S., Kotler, P. & Opresnik, M. O., 1. Mar 2019, 3. ed. Lübeck: Opresnik Management Consulting. 200 p. (Opresnik Management Guides, Vol. 11).

Marketing Management: A Relationship Approach

Hollensen, S., 20. Jan 2019, 4. ed. Amsterdam: Pearson Education. 696 p.

OUTSOURCING NEW PRODUCT DEVELOPMENT FOSTERED BY DISRUPTIVE TECHNOLOGICAL INNOVATION: A DECISION-MAKING MODEL

Cantone, L., Testa, P., Hollensen, S. & Cantone, G. F., Jan 2019, In: *International Journal of Innovation Management*. 23, 1, 1950008.

Entry of Emerging Markets: Conceptualization of an International Business Incubator

Dyhr Ulrich, A. M., Gretzinger, S., Hollensen, S. & Leick, B., 12. Sep 2018.

Is "glocalization" still the golden way for Electrolux? Is there more to be done?

Hollensen, S. & Møller, E., 2018, In: *Thunderbird International Business Review*. 60, 4, p. 463-476

Marketing-Strategie und Marketing-Mix

Hollensen, S., 2018, *Einführung in das Bildungs- und Kulturmanagement*. Graessner, G. & Kurz, M. H. (eds.). Augsburg, Deutschland: Ziel - Zentrum für interdisziplinäres erfahrungsorientiertes Lernen GmbH, p. 31-44

Teaching Case Study: Danfoss in China: How family-owned Danfoss turned China into their second "home-market"

Boyd, B. & Hollensen, S., 2018, *Ifera 2018 Conference Proceedings: Coping with Disruptions: Family Firm Continuity and Sustainability in Times of Rapid Change*. Van Gils, A., Matser, I. & Kotlar, J. (eds.). Zwolle: ifera, p. 78

The Relevance of CSR in Family Businesses

Boyd, B. & Hollensen, S., 2018, *Ifera 2018 Conference Proceedings: Coping with disruptions: Family firm continuity and sustainability in times of rapid change*. Van Gils, A., Matser, I. & Kotlar, J. (eds.). Zwolle: ifera, p. 57

International konkurrencekraft: fra makro til mikro

Hollensen, S., 20. Jun 2017, *Marketingmodeller*. Buch-Madsen, K. (ed.). København: Samfundslitteratur, p. 194-197

Getting Embedded in Industry Networks Abroad: The Case of LINAK A/S

Gretzinger, S., Dyhr Ulrich, A. M. & Hollensen, S., 1. Jun 2017. 12 p.

Marketing: Principles and Practice: A Comprehensive Guide for Students and Practitioners

Opresnik, M. O. & Hollensen, S., 15. May 2017, Opresnik Management Consulting. 274 p. (Opresnik Management Guides).

Social Media Marketing: A Practitioner Guide

Hollensen, S., Kotler, P. & Opresnik, M. O., 20. Apr 2017, 2. ed. Opresnik Management Consulting. 209 p. (Opresnik Management Guides; No. 2).

Getting better integrated into foreign markets supported by the incubator: The case of Linak A/S

Dyhr Ulrich, A. M., Gretzinger, S. & Hollensen, S., 2017. 11 p.

Hollensens globaliseringsmodel

Hollensen, S., 2017, *Marketingmodeller*. Buch-Madsen, K. (ed.). København: Samfundslitteratur, p. 210-213

Hollensens markedsvurderingsmodel

Hollensen, S., 2017, *Marketingmodeller*. Buch-Madsen, K. (ed.). København: Samfundslitteratur, p. 198-201

Hollensens model for valg af "entrey mode"

Hollensen, S., 2017, *Marketingmodeller*. Buch-Madsen, K. (ed.). København: Samfundslitteratur, p. 206-209

Internationaliseringens fem faser

Hollensen, S., 2017, *Marketingmodeller*. Buch-Madsen, K. (ed.). København: Samfundslitteratur, p. 188-192

Tragtmodel for markedsvvalg

Hollensen, S., 2017, *Marketingmodeller*. Buch-Madsen, K. (ed.). København: Samfundslitteratur, p. 202-204

Virksomheders Internationalisering

Hollensen, S., 15. Dec 2016, In: PLUK : fra forskningen i Sønderjylland. 2016, December, p. 29-34

Global Marketing

Hollensen, S., 1. Jul 2016, 7. ed. Pearson Longman. 872 p.

Significant Decline in Celebrity Usage in Advertising: a Review

Schimmelpfennig, C. & Hollensen, S., 1. Mar 2016, In: The I U P Journal of Marketing Management. 15, 2, p. 7-19

Developing a glocalisation strategy: Experiences from Henkel's product launches in the Middle East and Europe

Hollensen, S. & Schimmelpfennig, C., 12. Nov 2015, In: Journal of Brand Strategy. 4, 3, p. 201-211

Life, death and rebirth of the B2B business model: the case of the cimber airline

Hollensen, S., Bogers, M. & Boyd, B., 30. Aug 2015. 17 p.

Marketing: A Relationship Perspective

Hollensen, S. & Opresnik, M. O., 1. May 2015, 2. ed. München: Vahlen Verlag. 502 p.

Marketing Management: A Relationship Approach

Hollensen, S., 2. Jan 2015, 3. ed. Harlow, UK: Pearson Longman. 683 p.

Managing Turbulence: Business Model Development in a Family-Owned Airline

Bogers, M., Boyd, B. & Hollensen, S., 2015, In: California Management Review. 58, 1, p. 41-64

Entry Mode Strategies into the Brazil, Russia, India and China (BRIC) markets

Hollensen, S., Dyhr Ulrich, A. M. & Boyd, B., 1. Sep 2014, In: *Global Business Review*. 15, 3, p. 423-445 23 p., 1.

Moderne Markedsføring

Hollensen, S., Andersen, O. E., Faarup, P. K., Olesen, S. & Brask, H., 1. Aug 2014, København: Hans Reitzels Forlag. 544 p.

The Quintessence of Marketing: What You Really Need to Know to

Bickhoff, N., Hollensen, S. & Opresnik, M. O., 1. Aug 2014, Berlin, Germany: Springer. 144 p. (Quintessence Series).

Marketing Casebook

Hollensen, S. & Schmidt, M. J., Aug 2014, 3 ed. Birkshire, UK: McGraw-Hill. 229 p.

Social Media Marketing: From 'Bowling' to 'Pinball'

Hollensen, S. & Raman, A., 20. Jul 2014, In: *Marketing Canada - Journal of the Canadian Institute of Marketing*. 10, 2, p. 8-12 5 p., 2.

The Incubator Concept as an Entry Mode Option for Danish SME's

Hollensen, S. & Dyhr Ulrich, A. M., 15. Jul 2014, In: *Transnational Marketing Journal*. 2, 1, p. 1-19

Life after Death: How a Family-Owned Airline Reinvents its Business Model after Bankruptcy

Hollensen, S., Boyd, B. & Bogers, M., 22. May 2014. 5 p.

0,5 x global + 0,5 x lokal = glokal: Wissenwertes aus der Formelsammlung für Marketingstrategie

Hollensen, S. & Schimmelpfennig, C., 1. May 2014, In: *Marke* 41. 2014, 2, p. 34-41

Celebrity endorsements: Exploring the processes for finding the right celebrity to endorse a brand

Hollensen, S. & Schimmelpfennig, C., 1. Apr 2014, In: *Journal of Brand Strategy*. 2, 4, p. 366-378

Testimonialwerbung – Wie Marken und Botschafter zusammenfinden - Teil 1

Hollensen, S. & Schimmelpfennig, C., Dec 2013, In: *Absatzwirtschaft*.

'Glocalisation': The Mantra for Today's Global Marketing Strategies

Hollensen, S., 5. Aug 2013, In: *Global CMO - The Magazine*. 1, 6, p. 30-39 10 p.

Entry Mode Strategies of Exporting SMEs to Distant Growth Markets

Dyhr Ulrich, A. M., Boyd, B. & Hollensen, S., 4. Mar 2013.

Selection of Celebrity Endorsers: A case approach to developing an Endorser Selection Process Model

Hollensen, S. & Schimmelpfennig, C., 1. Feb 2013, In: *Marketing Intelligence & Planning*. 31, 1, p. 88-102 15 p.

Assessing the implications on performance when aligning customer lifetime value calculations with religious faith groups and afterlifetime values - a Socratic elenchus approach

Hollensen, S. & Wilson, J., 1. Jan 2013, In: *International Journal of Business Performance Management*. 14, 1, p. 67-94 28 p.

Cimber Sterling: Family-Owned Airline Company Flight for Survival as European Carrier

Boyd, B. & Hollensen, S., 2013, *Family Business Casebook: 2010-2012*. Astrachan, J. H. & Pieper, T. M. (eds.). Kennesaw, Georgia USA: Cox Family Enterprise Center, p. 49-73 24 p.

Global Marketing

Hollensen, S., 2013, 6. ed. Harlow, UK: Pearson Longman. 792 p.

Industrial Buying Behavior Related to Human Resource Consulting Services

Hollensen, S., Grünbaum, N. N., Andresen, M. & Kahle, L., 2013, In: The I U P Journal of Marketing Management. 12, 3, p. 27-51

The Blue Ocean that disappeared – the case of Nintendo Wii

Hollensen, S., 2013, In: Journal of Business Strategy. 34, 5, p. 25-35

Essentials of Global Marketing

Hollensen, S., 20. Jul 2012, 2 ed. Harlow, UK: Pearson Longman.

Strategic management of a family-owned airline: Analysing the absorptive capacity of Cimber Sterling Group A/S

Boyd, B. & Hollensen, S., Jun 2012, In: Journal of Family Business Strategy. 3, 2, p. 70-78 9 p.

The choice of foreign entry modes in a control perspective

Boyd, B., Dyhr Ulrich, A. M. & Hollensen, S., 5. Mar 2012. 7 p.

Global Account Management: Fra simpel køber-sælger relation til strategisk relationsopbygning på globalt niveau

Hollensen, S. & Wulff, V. S., Mar 2012, *Videnskabelige Artikler fra Campus Sønderborg : Årbog 2011*. Martens, H. & Ottersen, T. (eds.). Sønderborg: SDU - Sønderborg, Vol. 2. p. 14-23 10 p.

Global Account Management (GAM): Creating Companywide and Worldwide Relationships to Global Customers

Hollensen, S. & Wulff, V., Mar 2012, *Successful Customer Relationship Management and Technologies: Issues and Trends*. Eid, R. (ed.). IGI global, p. 27-46 20 p.

ChotuKool - Indian Godrej is creating a disruptive innovation - a low-cost refrigerator for the BOP market

Hollensen, S. & Raman, A., 2012, In: Marketing Canada - Journal of the Canadian Institute of Marketing . 8, 4, p. 12-13 2 p.

Financial Performance of Entry Mode Decisions: Effects of Control in an Internationalization Context

Boyd, B., Dyhr Ulrich, A. M. & Hollensen, S., 2012, In: International Journal of Business and Management. 7, 24, p. 12-28

Innovation through crowd sourcing: The Threadless T-shirt case

Hollensen, S., 2012, In: Marketing Canada - Journal of the Canadian Institute of Marketing . 8, 1, p. 24-25 2 p.

The choice of foreign entry modes in a control perspective

Dyhr Ulrich, A. M., Boyd, B. & Hollensen, S., 2012.

Global Account Management: Fra simpel reklame til strategiske relationer på globalt niveau

Hollensen, S., Dec 2011, In: Alumnebladet. 2011, 2, p. 12-13 2 p.

Strategic Management of a Family-Owned Airline: Analyzing the Absorptive Capacity of Cimber Sterling A/S

Boyd, B. & Hollensen, S., Jun 2011, *Intelligence and Courage for the Development of Family Business: Conference Programs - Proceedings*. Tomaselli, S. & Montemerlo, D. (eds.). 1 ed. Sicily, Italy: Università di Palermo, Vol. 1. p. 132 2 p.

Customer Lifetime and After Lifetime Value - Calculations from an Iranian perspective: Calculations from an Iranian perspective

Hollensen, S., Wilson, J. A. J. & Ebrahimi, M., 20. Mar 2011, In: Proceedings - Global Islamic Marketing Conference (GIMC) 2011. p. 1 3 p.

Industry Service - Technology Centre

Hollensen, S. & Grünbaum, N. N., 2011, *NEW GLocal ICT-based Business Models*. Lindgren, P. (ed.). Aalborg: River Publishers, p. 89-95

Køb af B-t-B serviceydelser: Konceptualisering af industriel købsadfærd i forbindelse med HR-konsulenttydelser
Hollensen, S., Grünbaum, N. N. & Andresen, M., 2011, In: Ledelse og Erhvervsøkonomi. 76, 2, p. 47-73 27 p.

Relationer mellem familievirksomheder betaler sig

Hollensen, S. & Boyd, B., 2011, In: Forskning for enhver. Årbog - Videnskabelige artikler fra Campus Sønderborg . 2010, p. 14-23 10 p.

The choice of foreign entry modes in a control perspective

Hollensen, S., Boyd, B. & Dyhr Ulrich, A. M., 2011, In: The I U P Journal of Business Strategy. 8, 4, p. 7-31 25 p.

The Nano Solar Case

Hollensen, S. & Lindgren, P., 2011, *NEW GLocal ICT-based Business Models*. Lindgren, P. (ed.). Aalborg: River Publishers, p. 117-127

Virksomhedens internationale partnernetværk

Hollensen, S. & Dyhr Ulrich, A. M., 2011, In: PLUK. Juni, p. 13-17 5 p.

Virksomhedens Internationale Markeder

Hollensen, S. & Dyhr Ulrich, A. M., Oct 2010, In: PLUK. 2010, Oktober, p. 1-6 6 p.

Applied Marketing Research: An international Approach

Hollensen, S. & Schmidt, M., Sep 2010, Harlow, UK: Pearson Longman. 300 p.

Global Marketing: A Decision-Oriented Approach

Hollensen, S., Aug 2010, 5 ed. Harlow, UK: Pearson Longman. 756 p.

Marketing: A Relationship Perspective

Hollensen, S. & Opresnik, M., Aug 2010, Munich, Germany: Vahlen Verlag. 461 p.

Marketing Planning: A Global Perspective

Hollensen, S., Jul 2010, 2 ed. Birkshire: McGraw-Hill. 430 p.

Marketing Management: A Relationship Approach

Hollensen, S., Apr 2010, 2 ed. Harlow, UK: Pearson Longman. 656 p.

Internationalization of Family Businesses: Evidences from Joint Venture Formations at Danfoss

Boyd, B., Hollensen, S. & Goto, T., 12. Jan 2010, *IFERA@China 2010 Family Business Forum: 1st Chinese Family Business Summit*. School of Management & Economics; BIT, Zhuhai Campus, p. 8 1 p.

Global Account Management (GAM) - Creating companywide and worldwide relationships to global customers

Hollensen, S. & Wulff, V., 1. Jan 2010, In: International Journal of Customer Relationship Marketing and Management. 1, 1, p. 28-47 20 p.

Internationale Marketing

Hollensen, S., Engbers, H. (ed.) & Mulder, A., Jan 2010, Amsterdam, Netherlands: Pearson Education. 430 p.

Danfoss: Internationalization of a Family Business and Formation of Asian Joint Ventures

Boyd, B., Hollensen, S. & Goto, T., 2010, *Family Business Casebook Annual 2008/09*. Astrachan, J. H. (ed.). Kennesaw, Georgia, USA: Cox Family Enterprise Center, p. 1 - 24 24 p.

Estrategias de Marketing Internacional

Hollensen, S. & Arteaga, J., 2010, Madrid, Spain: Pearson Longman. 832 p.

Global Marketing: A decision oriented approach: With a special Indian focus

Hollensen, S., Banerjee, M. & Business School, W., 2010, 1 ed. New Delhi: Pearson Longman.

Internationalization of Family Businesses: Evidences from Joint Venture Formations at Danfoss

Boyd, B., Hollensen, S. & Goto, T., 2010, In: International Journal of Management Practice. 4, 3, p. 253-272

Marketing Casebook

Hollensen, S. & Schmidt, M., 2010, McGraw-Hill.

Product Development and Target Market Segmentation

Hollensen, S. & Schmidt, M., 2010, Harlow UK: Pearson Longman. 613 p. (A Pearson custom publication).

Saipa Group, Iran - using strategic brand extensions to build relationships

Hollensen, S. & Wilson, J., 2010, In: Journal of Islamic Marketing. 1, 2, p. 177-188 12 p.

Strengthening the Impact and Value of International Marketing Curriculum outcomes: A Comparative Study of Turkish and European Business Students Perception of coursework and careers

Hollensen, S., Gegez, E. & Venable, B., 2010, In: Academy of Marketing Studies Journal. 14, 1, p. 11-26 16 p.

International Partnerskaber

Hollensen, S., Dyhr Ulrich, A. M. & Donner, S., 2009, 1 ed. København: Børsens Forlag.

Internationalization of Family Businesses: Evidences from Joint Venture Formation at Danfoss

Boyd, B., Goto, T. & Hollensen, S., 2009. 2 p.

Essentials of Global Marketing

Hollensen, S., 2008, 1 ed. Harlow, UK: Pearson Longman.

Global Marketing

Hollensen, S., 2007, 4. ed. Harlow, UK: Prentice-Hall. 714 p.

Global Account Management (GAM): Two Case Studies Illustrating The Organizational Set-Up

Hollensen, S., 2006, In: Marketing Management Journal. 16, 1, p. 244-250

Internet and its Consequences for the Internationalization of SMEs

Grünbaum, N. N. & Hollensen, S., 2006.

Internettets betydning og konsekvenser for små og mellemstore danske virksomheders internationalisering

Hollensen, S. & Grünbaum, N. N., 2006, In: Ledelse & Erhvervsøkonomi. 3, p. 139-156

Marketing Research: An International Approach

Hollensen, S. & Schmidt, M. J., 2006, 1 ed. Harlow, UK: Prentice-Hall. 613 p.

The organizational set-up of Global Account Management

Hollensen, S. & Grünbaum, N. N., 2006.

Brug internettet til internationalisering og få succes!

Hollensen, S. & Grünbaum, N. N., 1. Nov 2005, In: Ledelse i Dag. 63, p. 87-92

Marketing Planning: A Global Perspective

Hollensen, S., 2005, McGraw-Hill. 455 p.

Global Marketing – a decision-oriented approach

Hollensen, S., 2004, Harlow, UK: Prentice-Hall.

The Organizational Set-up of Global Account Management (GAM) – Two case studies

Hollensen, S., 2004, *In Proceedings, Marketing in a Changing World, Chicago, MMA-Conference, Chicago*. p. 110-118

Markedsovervågning

Hollensen, S., 2003, *Strategisk in- og outsourcing*. Freytag, P. V. . R. (ed.). København: Djøf Forlag, p. 119-148

Overordnet planlægning af aktiviteterne

Hollensen, S., 2003, *Forretningsplanen - Håndbog for SMV'ere og iværksættere*. Graff, J. R., Andersen, S. R., Lorenzen, H. J. R. & Aagaard, J. R. (eds.). Forlaget SMV-litteratur, p. 346-357

Udvikling af strategier til virksomhedens internationalisering

Hollensen, S., 2003, *Forretningsplanen - Håndbog for SMV'ere og iværksættere*. Graff, J. R., Andersen, S. R., Lorenzen, H. J. R. & Aagaard, J. R. (eds.). Forlaget SMV-litteratur, p. 359-364

Dandy Chewing Gum YYY No org found YYY: Development of the Dandy-KGFF relation

Hollensen, S. & Ulrich, A. M. D., 2002, *International Management: Theories and Practices*. Tayeb, M. (ed.). New Jersey: Prentice-Hall

Failure of an International Joint Venture

Hollensen, S., 2002, In: *Metamorphosis*. 1, 1, p. 35-51

Marketing Management: A Relationship Approach

Hollensen, S., 2002, New Jersey: Prentice-Hall.

Relationship building: An international perspective

Hollensen, S. & Dyhr Ulrich, A. M., 2002, *Perspectives on Marketing Relationships*. Knudsen, T., Askegaard, S. & Jørgensen, N. (eds.). København: Karnov Group, p. 171-197

Outsourcing Retention-centric Services (RcS)

Freytag, P. V., Agrawal, M. L. & Hollensen, S., 2001, *The Tenth Annual AMA Frontiers in Services Conference, University of Maryland, Washington, oktober 2001*. Rust, R. T. & Ukendt, M. F. (eds.).

The process of benchmarking, benchlearning and benchaction

Freytag, P. V. & Hollensen, S., 2001, In: *The TQM Magazine*. 13.1, p. 25-33

Danske virksomheders udfordringer i fremtidens globale markedsføring

Hollensen, S. & Jenster, P., 2000, In: *Ledelse & Erhvervsøkonomi*. 2, p. 111-124

International Marketing Planning YYY No org found YYY

Hollensen, S., 2000, *International Business: Theories, Policies and Practices*. Tayeb, M. (ed.). London: Prentice-Hall, p. 380-396 (kap. 15)

Internetpiloten: søg med succes på Internettet

Hollensen, S., 2000, Danmarks Eksportråd, Udenrigsministeriet.

The international marketing challenges facing Danish small and medium-sized enterprises

Hollensen, S. & Jenster, P. V., 2000, In: *Strategic Change*. 9, 7, p. 451-459

Er danske virksomheder rustet til den globale markedsføring YYYY No org found YYY

Hollensen, S. & Jenster, P., 1999, *Erhvervsministeriets debatoplæg vedrørende markedsføring på eksportmarkederne*. København: Erhvervsministeriet, p. 12-25

From Benchmarking to Benchlearning YYYY No org found YYY

Freytag, P. V. & Hollensen, S., 1999, *Proceeding fra den Nordiske Foretagsekonomiske konference*. Helsinki

Globalization of Internet-based Services YYYY No org found YYY: The case of Amazon.com

Hollensen, S., 1999, *Proceedings from AIMS 11th Annual Conception on: Management of Services*. Jamshedpur, India, p. 43-48

Markedsinformationer på internettet YYYY No org found YYY: få let adgang til informationer om alverdens markeder på internettet

Hollensen, S., 1999, *Virksomhedens internationale aktiviteter*. København: Børsen Forum A/S, p. 1-16

Market research på internettet YYYY No org found YYY: Lande- og produkt/markedsstudier

Hollensen, S., 1999, *Virksomhedens internationale aktiviteter*. København: Børsen Forum A/S, p. April, 1-19

Scener fra dansk erhvervsliv: Casebaseret lærebog i markedsanalyse og markedsføringsplanlægning

Hollensen, S. & Schmidt, M., 1999, 3. udgave ed. København: Handelshøjskolens Forlag.

Underleverandører bliver internationale ved at følge deres kunders globalisering YYYY No org found YYY

Hollensen, S., 1999, *CESFO's Årbog, 1998/99*. Kolding: Center for Småvirksomhedsforskning, Syddansk Universitet

Global Marketing: A market-responsive approach

Hollensen, S., 1998, London: Prentice-Hall.

Vejledende løsning til Scener fra dansk erhvervsliv

Schmidt, M. & Hollensen, S., 1998, Syddansk Universitetsforlag.