

Whilst its orientation stays the same treating international marketing with an exporting slant, this second edition includes: a chapter on non-export modes of entry (eg. investment, licensing, joint venture and other forms of strategic alliances) and improved coverage of EU international marketing. The chapter on the international environment has been divided into two and includes additional material on cultural differences. The discussion on marketing research is covered in more depth and includes material on the organization and control of operations.

Oracle Discoverer 10g Handbook (Oracle (McGraw-Hill)), The Story of Che Guevara, Life After Suicide: A Survivors Grief Experience, The Art of War: The Greatest Strategy Book Ever Written, Developing Global Executives: The Lessons of International Experience Developing Global Executives, Thailand - Land der Ueberraschungen Band 1 (German Edition),

eatafk.com: International Marketing and Export Management (International Business Series) () by Gerald Albaum; Jesper Strandskov;. International Marketing and Export Management. Front Cover. Gerald S. Albaum and Export Management International Business Series - Addison-Wesley.

This fourth edition of International Marketing and Export Management has been written in It can also be used as a supplementary text on International Business courses and as a useful source of reference to International Business Series.

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