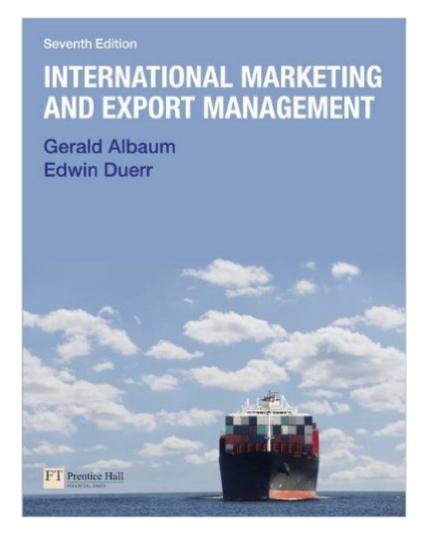
The book was found

International Marketing & Export Management (7th Edition)





Synopsis

International Marketing and Export Management 7th edition offers an accessible and authoritative perspective on international marketing with a strong export management orientation, comprehensively describing the evolving competitive landscape as created by technological advances and international trade patterns. The seventh edition retains its clear and informed coverage of the opportunities for companies of all sizes and in all industries in the export of goods, services, intellectual property and business models. Written in a no-nonsense style, the bookhas been updated to offer the most up-to-date discussion of the literature in the area, as well as new and engaging cases and examples in every chapter. The book is ideal for undergraduate and postgraduate students taking modules in International Marketing and Export Marketing/International Trade. It will also be used as a supplementary text on International Business courses.

Book Information

Paperback: 1024 pages Publisher: Pearson; 7 edition (July 31, 2011) Language: English ISBN-10: 0273743880 ISBN-13: 978-0273743880 Product Dimensions: 7.4 x 1.5 x 9.6 inches Shipping Weight: 3.8 pounds (View shipping rates and policies) Average Customer Review: 4.5 out of 5 stars Â See all reviews (6 customer reviews) Best Sellers Rank: #228,157 in Books (See Top 100 in Books) #60 in Books > Business & Money > International > Global Marketing #139 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #200 in Books > Textbooks > Business & Finance > International Business

Customer Reviews

I adopted this book as a textbook for my course in global trade and marketing. It was the ONLY book I found that actually covered the subject I wanted to teach and did so at a level that would engage my (MBA) students. In using it, I find that I chose well. Students report finding it useful and on target. The only negatives lie in the book's first chapter. It seems that its authors wanted to place the text in the universe and attempted to use its first chapter to do so. Had I read only the first chapter, I would not have selected the book for my class. Fortunately, though, later chapters read well and have good topical focus. Be aware that a "gray market" edition is circulating. Although marked for distribution only in the Indian Subcontinent, its content appears to be similar, if not

identical, to the one coming from Pearson out of the UK. It lacks color, and its printing lacks good finish, but its content seems to be identical. I randomly checked pages, and all that I checked were the same between the two books. The gray market edition is substantially cheaper!

Excellent book, in excellent condition. Worth the purchase. Thank you

Great product and quick delivery.

Download to continue reading...

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) International Marketing & Export Management (7th Edition) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Export & Import - Winning in the Global Marketplace: A Practical Hands-On Guide to Success in International Business, with 100s of Real-World Examples Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Building an Import / Export Business 4th (forth) edition Start Your Own Import/Export Business: Your Step-By-Step Guide to

Success (StartUp Series) Building an Import / Export Business Import / Export Kit For Dummies Export-Import Theory, Practices, and Procedures Import/Export: How to Take Your Business Across Borders Export/Import Procedures and Documentation

<u>Dmca</u>