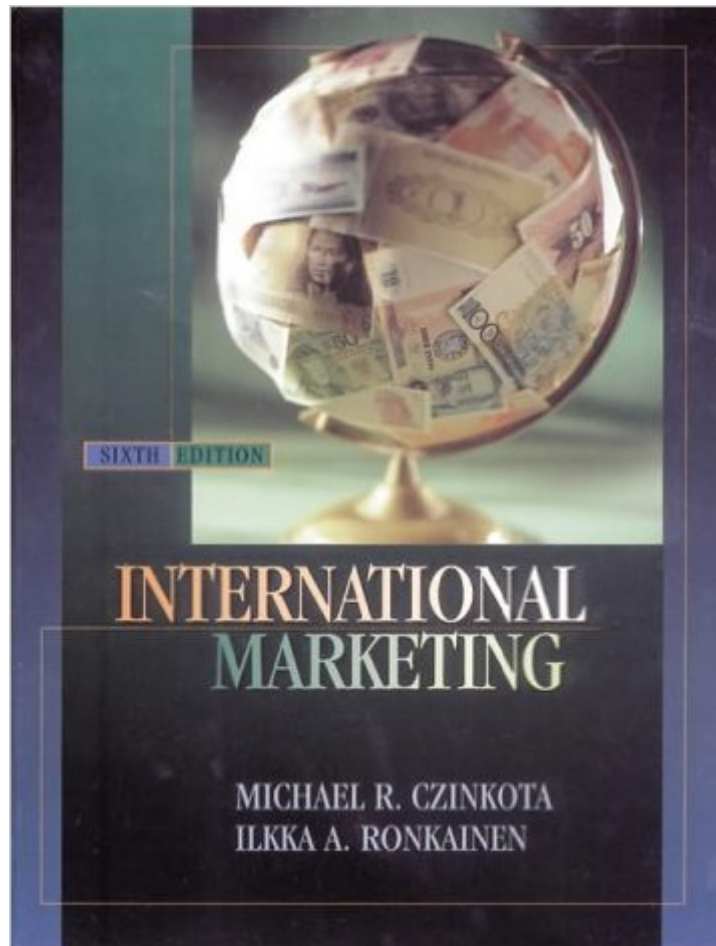


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International Marketing (Dreyden Press Series In Marketing)



Synopsis

A completely up-to-date text for one of the most dynamic upper-level and graduate courses in marketing departments today. It offers the entire range of international marketing beginning with start-up operations, continuing with new market entry considerations and concluding with the international issues confronting giant global marketers. Special emphasis in this edition is given to the impact technology has had on the marketing world in the past few years.

Book Information

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Customer Reviews

This textbook is organized into three major sections: Part One: The International Environment - includes chapters on the concept of global marketing, the world economy, foreign economies, the people of the world and the political-legal environment. Part Two: International Marketing Management - includes chapters on global marketing strategy, international marketing intelligence, product policy, new product development, foreign market entry, foreign market channels and global logistics, promotion and advertising, pricing, and marketing of services. Part Three: Coordinating International Marketing - includes chapters on planning, organizing and control of international marketing, information technology and the future of international marketing. The text is liberally sprinkled with interesting and relevant illustrations, case studies and examples. As either a textbook or reference source, it is an excellent up-to-date overview on every aspect of international marketing. My only criticism is that the page after page of dense text could have been enlivened

considerably with the use of color graphics and illustrations.

I needed this book while in college. Half.com had the best prices for books. I never ordered any of my books from school. I believe they found out most of the students were getting their books from , so they started making their books custom, we then had to purchase from them. What a bummer!

I liked this book. I am doing the international MBA at Maryville University. The book is very complete and has great illustrations, graphics, and web links. Is a very interesting book, and I will keep it. But I think that although there is a chapter related to logistics, the book is not deeply mentioning import and export procedures and other custom and paperwork problems that international business faces.

A prescribed text book for MBA students. Unfortunately I found it somewhat lacking in depth and had to resort to others.

I purchased this as the textbook for an MBA class and I give it high marks for both read-ability and depth of coverage. Because I'd just finished a class on the Legal aspects of Global business, the first chapters were more of a review - however, if you're coming in without that background, this does very well as a standalone text. My MBA has been all distance learning classes - in which the book provides the vast majority of the information (no lectures) - and I have to say, this one is definitely up to that task!

As a Georgetown University student who took the author's class, I found this textbook to be the most comprehensive International Marketing source around. I currently own two textbooks written by the same authors because of the book's clear, organized topics. This textbook is perfect for beginners who would like to learn more about International Marketing as a guide for professionals who have to make challenging decisions.

I needed to replace a text book i had ruined and so i ordered this book. it was said that it was "like new", so i ordered. It was in pretty good condition, but definitely not "like new". Luckily, my original text book was a little worn so it worked out just fine for me.

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