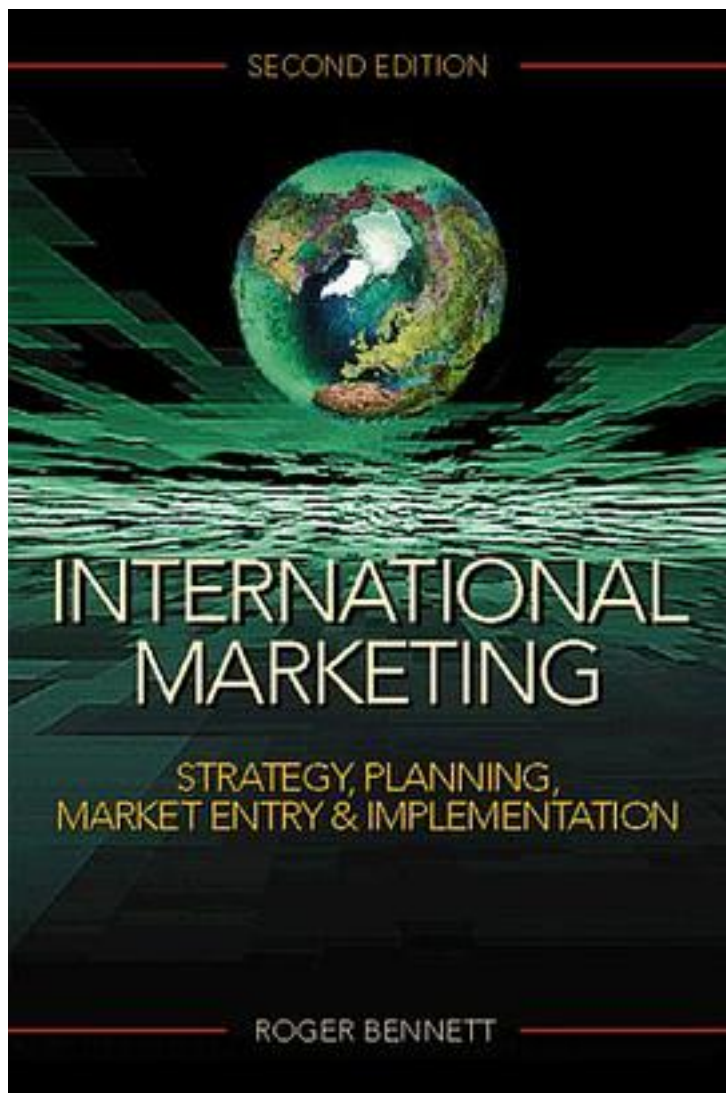


# An Introduction to International Marketing



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著者:Keith Lewis

出版者:Kogan Page

出版时间:1998-10

装帧:Paperback

isbn:9780749422462

International Marketing demystifies the language and eliminates the jargon associated with this complex subject. It provides the reader with a thorough guide that is both accessible and understandable, explaining how to:

Identify information sources for international marketing

Develop suitable approaches for entering new markets

Develop tactical plans for overseas markets using the elements of the marketing mix  
Packed with case studies and examples which show how successful international marketing techniques have been implemented in practice, this book provides a thorough grounding in a difficult subject.

作者介绍:

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