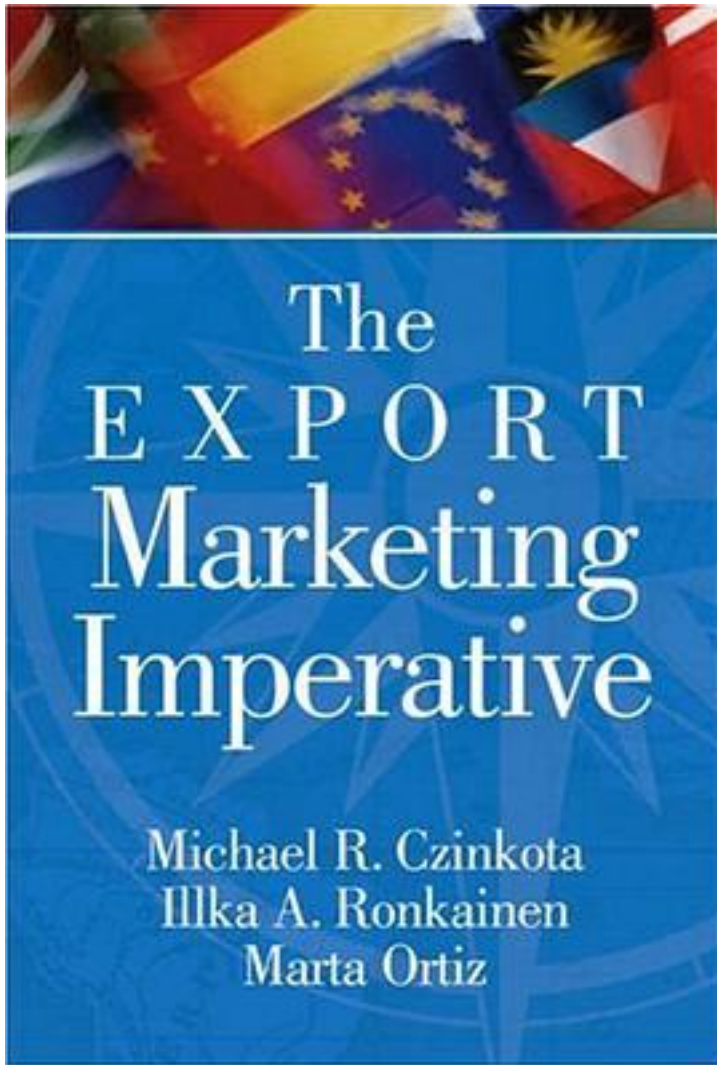


# The Export Marketing Imperative



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著者:Czinkota, Michael R./ Ronkainen, Ilkka A./ Ortiz-Buonafina, Marta

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Increasing competition and mounting pressure to boost revenues leave limited growth options for some companies, prompting many to turn a hopeful eye toward international markets. A must-read for anyone interested in breaking into global markets, The Export Marketing Imperative walks readers through the entire exporting process - from beginning to end - offering a wealth of information with its comprehensive coverage of all facets of exporting, including pricing, channel management, marketing plans/strategies, financial environments, and more. An essential resource for entry- and mid-level managers involved in marketing and exporting.

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