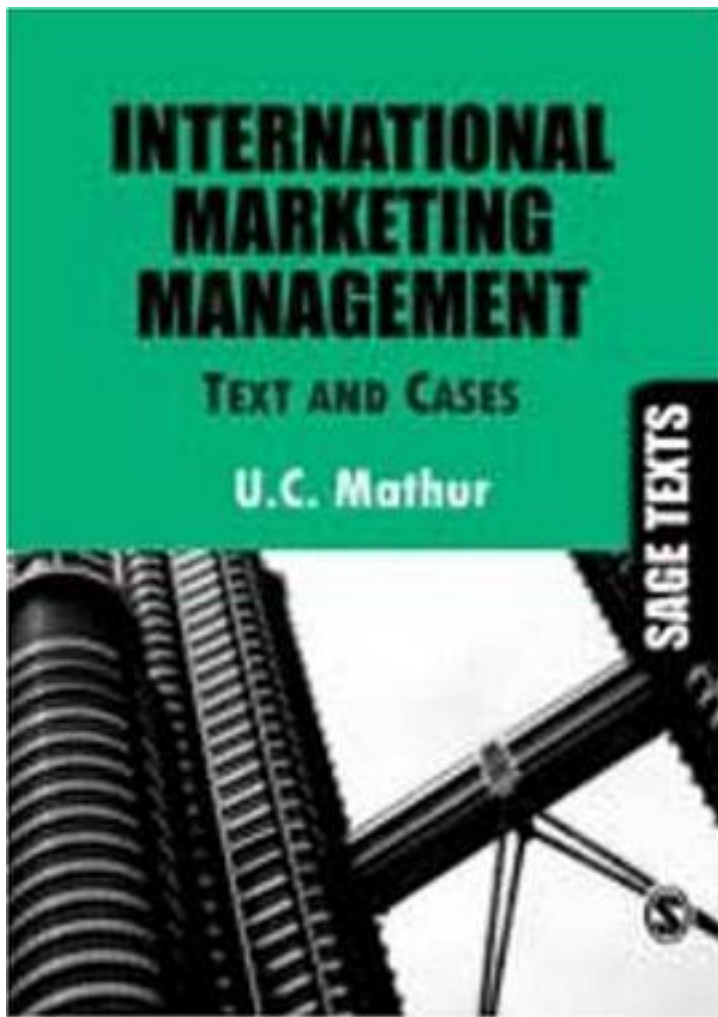


International Marketing Management



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This is a basic text in International Marketing, a major knowledge area for students of

Management Studies. This book attempts to make learning of the nuances of the subject easy and enjoyable for students. International trade, economic free trade zones, embargoes on exports, tariff and non-tariff barriers that the companies face overseas form a major part of the book. In addition, the role of international organisations under the aegis of the United Nations has been given its due importance. A key feature of this book is a highly developed Management Game at the end of each chapter - which makes the book interactive and provides hands-on corporate experience to students. International Marketing is closely associated with the business environment of the host country, its cultural ethos, economic development, political system and competitive environment. Companies need to analyse these factors before planning international forays. The book contains profiles of selected countries that enable students to understand their business environment, business behaviour and the best methods of doing business there.

作者介绍:

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