

# International Marketing and Export Management



[International Marketing and Export Management 下载链接1](#)

著者:Albaum, Gerald/ Duerr, Edwin

出版者:

出版时间:2008-8

装帧:

isbn:9780273713876

This book is suitable for Undergraduates and Postgraduates/MBA courses in International Marketing, Export Marketing and International Trade. This book comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a 'how to' treatment of technical export details. This 6th edition has been written in response to the continually rapid changes in international marketing and the new challenges that are arising, including increased coverage of cultural differences, logistics, supply chain management and the impact of the internet on international marketing and exports. There is increased coverage of the 2 most important emerging markets of the 21st century; China and India. New cases from companies including Dell, Unilever and Microsoft help students apply the theory.

作者介绍:

目录:

[International Marketing and Export Management\\_下载链接1](#)

标签

评论

-----  
[International Marketing and Export Management\\_下载链接1](#)

书评

-----  
[International Marketing and Export Management\\_下载链接1](#)