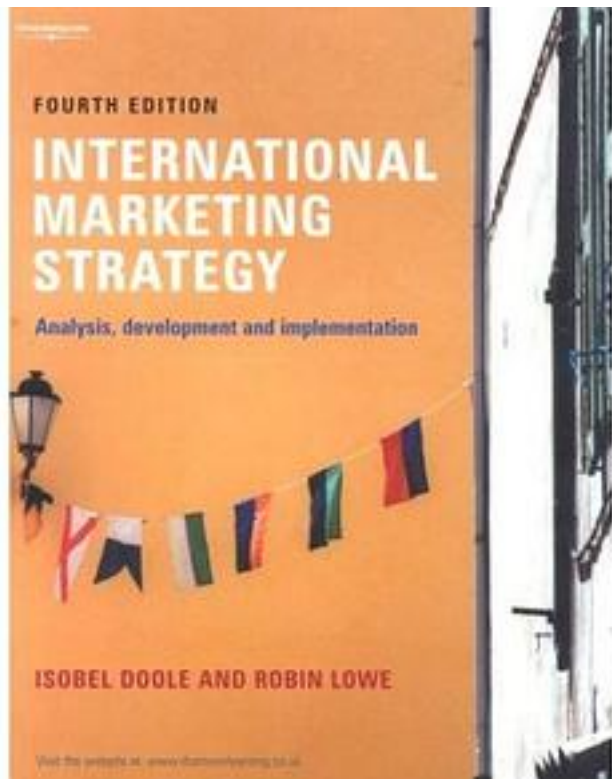


International Marketing Strategy



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This reader collects together key articles in international marketing, building on a four-part framework of market analysis, strategy development, implementation issues and international marketing management. It explores in more depth the essential elements of marketing in the international context, illustrating developments in the area with detailed examples of particular strategies and techniques. It covers such topics as strategic alliances, entrepreneurship, advertising, branding, culture and multinational portfolios. The editors provide an overview, commentary and discussion

questions to draw out the key issues from the articles and relate them to the central framework.

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