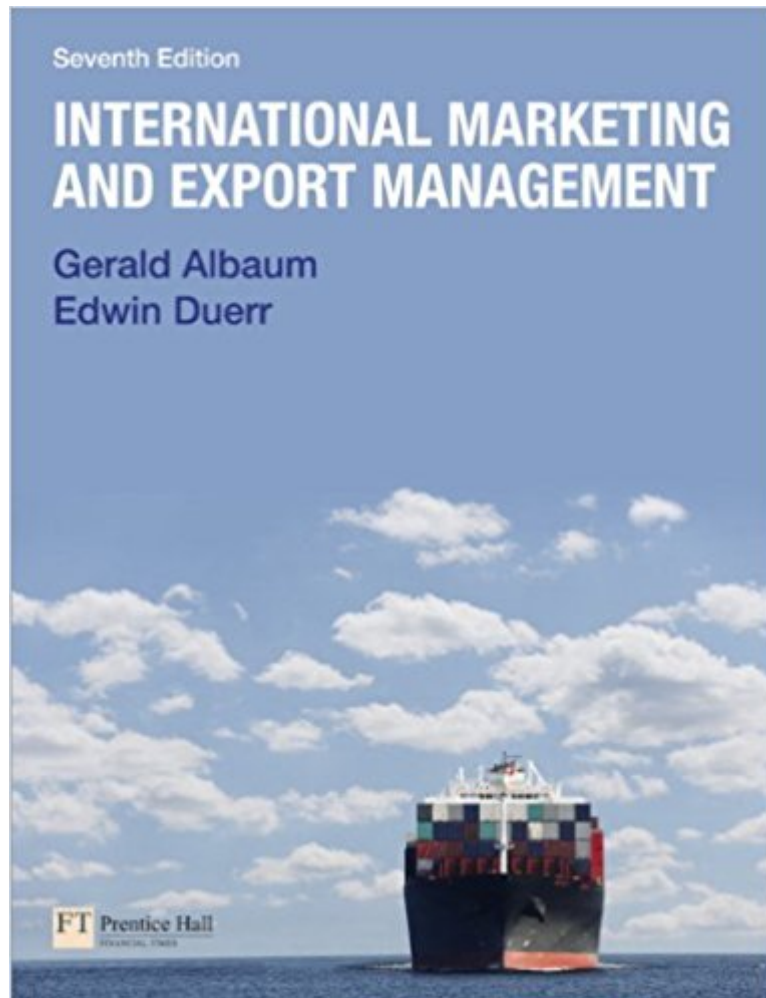




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International Marketing & Export Management (7th Edition)



Synopsis

International Marketing and Export Management 7th edition offers an accessible and authoritative perspective on international marketing with a strong export management orientation, comprehensively describing the evolving competitive landscape as created by technological advances and international trade patterns. The seventh edition retains its clear and informed coverage of the opportunities for companies of all sizes and in all industries in the export of goods, services, intellectual property and business models. Written in a no-nonsense style, the book has been updated to offer the most up-to-date discussion of the literature in the area, as well as new and engaging cases and examples in every chapter. The book is ideal for undergraduate and postgraduate students taking modules in International Marketing and Export Marketing/International Trade. It will also be used as a supplementary text on International Business courses.

Book Information

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Customer Reviews

I adopted this book as a textbook for my course in global trade and marketing. It was the ONLY book I found that actually covered the subject I wanted to teach and did so at a level that would engage my (MBA) students. In using it, I find that I chose well. Students report finding it useful and on target. The only negatives lie in the book's first chapter. It seems that its authors wanted to place the text in the universe and attempted to use its first chapter to do so. Had I read only the first chapter, I would not have selected the book for my class. Fortunately, though, later chapters read well and have good topical focus. Be aware that a "gray market" edition is circulating. Although marked for distribution only in the Indian Subcontinent, its content appears to be similar, if not

identical, to the one coming from Pearson out of the UK. It lacks color, and its printing lacks good finish, but its content seems to be identical. I randomly checked pages, and all that I checked were the same between the two books. The gray market edition is substantially cheaper!

Excellent book, in excellent condition. Worth the purchase. Thank you

Great product and quick delivery.

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