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International Marketing & Export Management, 8th Edition

International Marketing and Export Management Seventh Edition Gerald Albaum University of New Mexico, USA Edwin Duerr San Francisco State University, USA

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International marketing and export management . Preface xi Guided tour xvi About the authors xviii List of abbreviations xix Publisher's acknowledgements xxiii Chapter 1 International marketing and exporting 1 Introduction 1 Being effective: the nature and practice of

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INTRODUCTION TO EXPORT MARKETING I (Meaning and importance

International Marketing: International marketing is the export, franchising, licensing or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another country; entry through franchising or licensing in the target country; or direct investment in a foreign country.

About This Chapter INTERNATIONAL MARKETING

of international marketing, Differences between international and domestic marketing International environment, International Social & culture Environment, the political legal environment and regulatory environment of international marketing. Technological Environment. 2.

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