


[DOWNLOAD](#)


## International Marketing (Tenth Edition)

By Ilkka A. Ronkainen, Michael R. Czinkota

South Western/Cengage Learning India, 2013. Softcover. Book Condition: New. 5th or later edition. Focus on the Physical Environment and Geography: Updated maps provide context in terms of social and economic data, including electronic maps. An appendix directly addresses the relationship between geography and international marketing. New Cases: Each Part section is followed by 4 cases, with 2 additional cases online. Presented on a variety of topics, these cases present students with real business situations. All cases address the activities of actual or former companies and cover a broad geographic spectrum. Video Cases: Video cases are located within the case section and are available on DVD for instructors. These cases further illustrate chapter topics and have been expanded from previous editions. Recommended Readings: Found at the end of each chapter, the authors have provided additional recommended reading to be assigned in class, or to be utilized as an additional resource. Internet Exercises: Included at the end of each chapter, Internet exercises give readers online experience at the international and global issues that arise in marketing. E-Commerce and Technology: The impact of technology and e-commerce on marketing communications, channels, logistics, and research is thoroughly integrated throughout the text. Culture and Government: The...



**READ ONLINE**  
[ 7.51 MB ]

### Reviews

*A whole new eBook with a brand new perspective. it was actually writtern quite completely and useful. I found out this ebook from my dad and i recommended this ebook to discover.*

-- **Dr. Wyatt Morissette**

*Undoubtedly, this is the greatest operate by any article writer. It is actually writter in straightforward words instead of confusing. Your life period is going to be change as soon as you complete looking over this book.*

-- **Karina Ebert**