



MBA Basics in 24 Hours! Additional Book 1 - Global Marketing and Foreign Trade Management: A Simple Handbook of Masters in Business Administration! Global Marketing and Foreign Trade Management (Paperback)

By Narasimhan G R

Independently Published, United States, 2019. Paperback. Condition: New. Language: English. Brand new Book. Business Administration is the combination of different areas of skills in management. Managing and maintaining several departments or areas of activities described in a single umbrella or vertical called management of business administration. The following areas are the main topics or chapters for the discussion under business administration, mostly common for any bachelors or masters studies. -Principles & Practices of Management-Human Resource Management-Financial Management-Marketing Management-Organisational Behaviour-Managerial Economics-Strategic Management-Management Information Systems Then there are several branches extended in business administration like foreign trade, global marketing, international business, social work, information technology, finance, human resources etc. These above eight topics considered to summarise and define important brief summary and keywords under which various chapters for each topic are given (published in Amazon). This book covers the summaries and definitions of keywords for the topic 'Global Marketing and Foreign Trade Management' with the following chapters. Introduction to Global Marketing, The Global Economic Environment, Social and Cultural Environment, The Political, Legal and Regulatory Environments of Global Marketing, Global Customers, Global Marketing Information Systems & Research, Segmentation, Targeting and Positioning, Entry and Expansion Strategies: Marketing and Sourcing, Cooperative Strategies & Global Strategic Partnerships, Competitive Analysis...



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