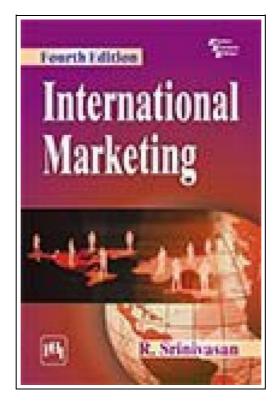
International Marketing (Fourth Edition)



Filesize: 1.49 MB

Reviews

This ebook can be worthy of a go through, and a lot better than other. Better then never, though i am quite late in start reading this one. Its been printed in an exceedingly easy way which is just soon after i finished reading this book where basically modified me, affect the way i really believe.

(Seth Fritsch)

INTERNATIONAL MARKETING (FOURTH EDITION)



PHI Learning, 2016. Softcover. Book Condition: New. 4th edition. Description: This well-established book, now in its Fourth Edition, provides the latest information and data on International Marketing with emphasis on the Indian context. Retaining all the strengths of the previous editions, the new edition includes significant updates in the case studies, namely,? Infosys Technologies Limited? SAP India? Global Marketing in Wipro?Growing in Strength? I-Flex Solutions (Currently Oracle Financial Software Solutions)? Ace Designers? Gillette India? Mysore Sales International Limited These case studies presenting the facts and data explicitly, familiarise the readers with the latest developments and changing scenario of international marketing. Now, the text highlights a wide variety of aspects relating to the business environment, with specific focus on competition, product development, market strategy and international business. Primarily intended for postgraduate students of management, the book would also greatly benefit managers attending various management programmes. Contents: Preface? Preface to the First Edition 1. Basic Concepts of International Marketing 2. Trade Theories, Export Promotion and Marketing 3. Environment of International Business 4. Consumer Behaviour 5. Product Policy and Planning 6. Advertising and Promotion 7. Pricing 8. Distribution 9. International Market Selection, Research, Planning and Control 10. Other Topics of Interest 11. International Business Risks 12. International Marketing Strategies CASE STUDIES?Introduction to Case Analysis Case 1: Infosys Technologies Limited Case 2: SAP India Case 3: Global Marketing in Wipro?Growing in Strength Case 4: I-Flex Solutions (Currently Oracle Financial Software Solutions) Case 5: Ace Designers Case 6: Gillette India Case 7: Mysore Sales International Limited Appendix I: Indian Institutions for Export Promotion Appendix II: Documentation and Procedures for Export Index Printed Pages: 268.



Read International Marketing (Fourth Edition) Online

Download PDF International Marketing (Fourth Edition)

You May Also Like



Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)

Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Klara is a little different from the other...

Read eBook »



Childrens Educational Book Junior Vincent van Gogh A Kids Introduction to the Artist and his Paintings. Age 7 8 9 10 year-olds SMART READS for . - Expand Inspire Young Minds Volume 1

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 26 pages. Dimensions: 9.8in. x 6.7in. x 0.2in. Van Gogh for Kids 9. 754. 99-PaperbackABOUT SMART READS for Kids.

Read eBook »



Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback Book Condition: Brand New. Book Condition: Brand New.

Read eBook »



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition) paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

Read eBook »



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

 $\label{lem:condition:New.254x178mm.Language:English.Brand New Book ***** Print on Demand ******. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...$

Read eBook »