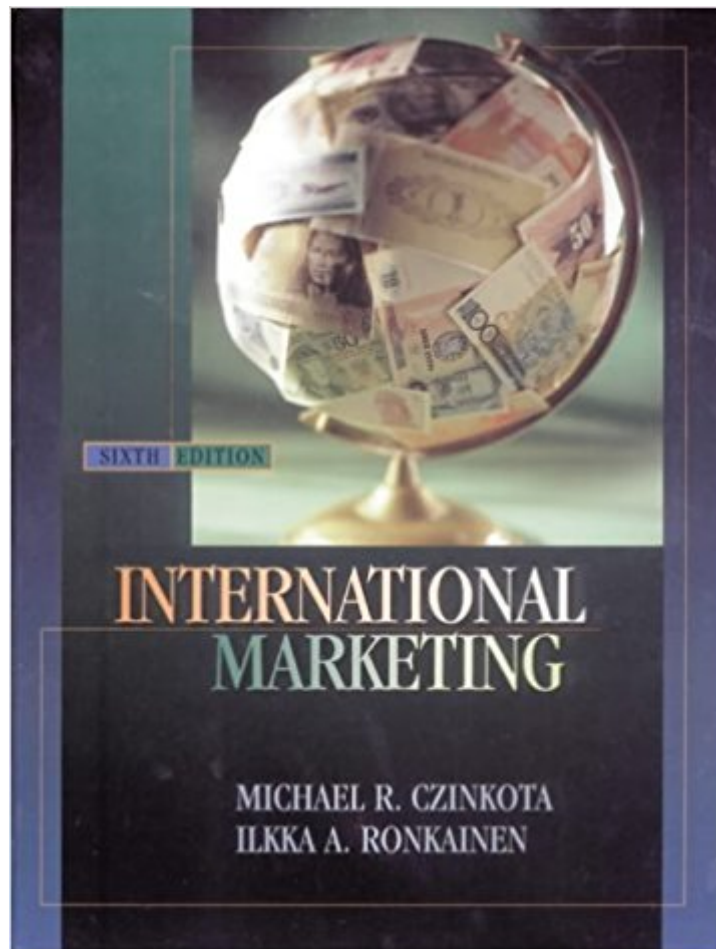




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International Marketing (Dreyden Press Series In Marketing)



Synopsis

A completely up-to-date text for one of the most dynamic upper-level and graduate courses in marketing departments today. It offers the entire range of international marketing beginning with start-up operations, continuing with new market entry considerations and concluding with the international issues confronting giant global marketers. Special emphasis in this edition is given to the impact technology has had on the marketing world in the past few years.

Book Information

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Customer Reviews

“The size of the book is good for both quarter systems and semester systems. The topics are very well organized and very well developed. It is easy to read and easy to understand; the examples and visuals are very well selected.” “The cases are intriguing pedagogical tools that bring the subject matter to life. They are strategically associated with related subjects, and this organization is likely to facilitate learning.” “This book provides an excellent foundation in international marketing, and I believe anyone teaching the course should strongly consider using it.” --This text refers to an out of print or unavailable edition of this title.

Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies, and governments all over the world. He is a frequent speaker on issues related to trade, trade policy,

and global business strategies. His key research is in the field of export promotion and export development. He has served in the U.S. Government as Deputy Assistant Secretary of Commerce, where he was responsible for trade analysis and support of trade negotiations. He holds three honorary doctorates and advises universities around the globe. He currently serves on the faculty of The McDonough School of Business at Georgetown University. Ilkka Ronkainen, a leading expert in the areas of international business and marketing, has served on the faculty of The McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong. He is docent of international marketing at the Helsinki School of Economics and frequently teaches executive classes in Europe, Asia, South America, as well as the United States.

I needed this book while in college. Half.com had the best prices for books. I never ordered any of my books from school. I believe they found out most of the students were getting their books from , so they started making their books custom, we then had to purchase from them. What a bummer!

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What I needed for class and is being used daily. is a good source for this.

good!

This textbook is organized into three major sections: Part One: The International Environment - includes chapters on the concept of global marketing, the world economy, foreign economies, the people of the world and the political-legal environment. Part Two: International Marketing Management - includes chapters on global marketing strategy, international marketing intelligence, product policy, new product development, foreign market entry, foreign market channels and global logistics, promotion and advertising, pricing, and marketing of services. Part Three: Coordinating International Marketing - includes chapters on planning, organizing and control of international marketing, information technology and the future of international marketing. The text is liberally sprinkled with interesting and relevant illustrations, case studies and examples. As either a textbook or reference source, it is an excellent up-to-date overview on every aspect of international

marketing. My only criticism is that the page after page of dense text could have been enlivened considerably with the use of color graphics and illustrations.

I purchased this as the textbook for an MBA class and I give it high marks for both read-ability and depth of coverage. Because I'd just finished a class on the Legal aspects of Global business, the first chapters were more of a review - however, if you're coming in without that background, this does very well as a standalone text. My MBA has been all distance learning classes - in which the book provides the vast majority of the information (no lectures) - and I have to say, this one is definitely up to that task!

As a Georgetown University student who took the author's class, I found this textbook to be the most comprehensive International Marketing source around. I currently own two textbooks written by the same authors because of the book's clear, organized topics. This textbook is perfect for beginners who would like to learn more about International Marketing as a guide for professionals who have to make challenging decisions.

I liked this book. I am doing the international MBA at Maryville University. The book is very complete and has great illustrations, graphics, and web links. Is a very interesting book, and I will keep it. But I think that although there is a chapter related to logistics, the book is not deeply mentioning import and export procedures and other custom and paperwork problems that international business faces.

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