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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-07-04 Pages: 463 Publisher: Machinery Industry Press title: International Marketing (15th edition of the original book) List Price: 69.00 yuan Author: Philip R. Kate Aura (Philip R . Cateor) Publisher: Machinery Industry Press Publication Date: July 4. 2012 ISBN: 9.787.111.388.401 words: Page: 463 Edition: 1st Edition Binding: Paperback: 16 commodity identification: asinB008HMRCIQ Editor's Choice over the past decade. global economic. political and social fields change dramatically changing global business environment. With the growth of the global economy. understanding the various cultural marketing is becoming increasingly important. Edited by Philip R. Kate Ola. Mary C. Geely. John L. Graham International Marketing (15th edition of the original book) from the point of view of the environment and cultural studies international marketing. Stressed the significance of the strategy to compete in the markets of different countries. Emphasis on the planning and strategic issues facing the company to carry out cross-cultural marketing. In addition to always carry out the idea of ??the global-oriented. International Marketing (15th edition of the original book) is also concerned about the export marketing and small business issues. The book combines export marketing strategy specific export issues. Also investigated instances of small enterprises to develop marketing practice. EXECUTIVE SUMMARY No the directory translator sequence of recommended first Introduction Chapter 1 range of international marketing and challenges the definition of the global perspective of global trade to promote peace 1.1 United States international enterprise 1.2 International Marketing 1.3 International Marketing Introduction Foreword teaching Task 1.4 1.5 self-adapt to the environment with reference to the standards and ethnocentrism: 1.6 main obstacle to establish global consciousn

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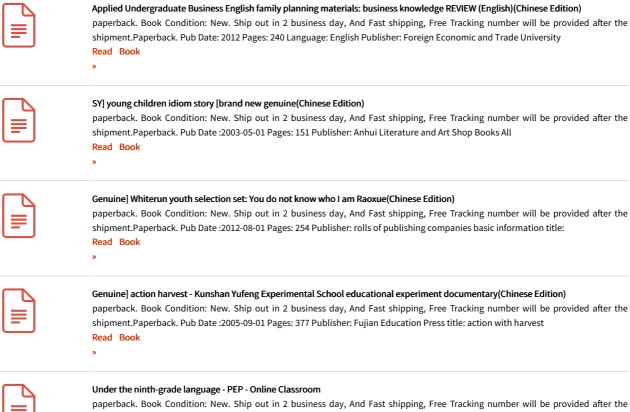
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