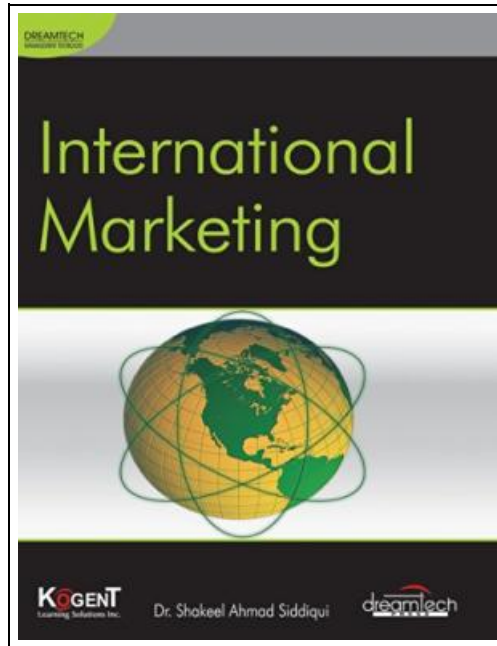


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Biztantra/Wiley India, 2011. Softcover. Condition: New. The book entitled International Marketing serves the students, exporters, importers, and entrepreneurs exploring international boundaries. The book contains essential and relevant information about international trade theories and practices. The text follows a logical and systematic approach, which commences with an initial introduction to the international trade environment, export-import procedures, and documentation, and concludes with the information on Indian foreign trade policies with emerging new trends in the global arena. The summary and self-evaluation exercises provided at the end of each chapter revitalize the readers comprehension of the text. With unique features of the book, such as its in-depth coverage of the concepts through case studies and examples based on current global events, the book aims to assist young entrepreneurs to diversify their business activities and excel in the competitive environment. Table of Contents Introduction to International Marketing Theories and Policies of International Trade International Monetary System and Export Documentation International Marketing Environment and Marketing Research International Market Segmentation, Targeting, and Positioning International Product Decisions International Pricing Decisions International Distribution Decisions International Promotion Decisions Cultural Issues in International Marketing Developments in International Marketing Case Studies Printed Pages: 504.



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