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Mastering Import and Export Management

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International Marketing Management

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An International Context

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How to Build an Export Business

Import/Export: How to Take Your Business Across Borders

An International Marketing Guide for the Minority-owned Firm

Research Handbook on Export Marketing

Selected Chapters from 'International Marketing and Export Management'
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Global Marketing Management
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Essentials of Exporting and Importing
Your Export Department
An Introduction To Import and Export Management

Export Management

International Market Selection Methods Used by Export Management Consultants

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*Mastering Import and Export
Management* Routledge

In its 5th edition *International Marketing* guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth. It provides a solid understanding of the key principles and practices of international marketing. The text has been thoroughly updated to

reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life. Key Features: - A new chapter dedicated to Digital and Social Media Marketing - Fully updated pedagogy, including 'Going International' vignettes and End of Chapter questions - Brand new examples and case studies from global and innovative companies including Red Bull, Gillette and Audi - Now includes Interactive activities, Testbank questions and Quizzes available on Connect® International

Marketing is available with McGraw Hill's Connect®, the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency. "International Marketing continues to be an essential subject in any business or management degree. Ghauri and Cateora's book, now in its fifth edition, provides a most up-to-date and authentic evolution of the subject." George S. Yip, Emeritus Professor of Marketing and Strategy, Imperial College Business School. Professor Pervez Ghauri teaches International Business at Birmingham Business School. He is Founding Editor for International Business Review (IBR) and Consulting Editor for Journal of International Business Studies (JIBS). Philip R. Cateora

is Professor Emeritus at the University of Colorado. His teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level.

9780273713876 Amacom Books

If you find that the domestic market is saturated, exporting is a very important strategic initiative, and you need this book to understand everything inherent in export marketing. This book describes the steps necessary to achieve success in export marketing. It is a step-by-step guide to the art and science of export marketing, from initial discovery to researching new markets, to the financial aspects, to managing ongoing operations.

International Marketing Management
Routledge

A marketing first approach to exploring the inter-relatedness of the key components that impact any international marketing venture – markets, the 4Ps, culture, language, political, legal and economic systems, and infrastructure - to support an understanding of the synergies between international marketing and international business. The book covers the incorporation of sustainability and bottom-of-the-pyramid markets within each chapter, along with 'International Incident' boxes encouraging the reader to engage with the ethical and cultural dimensions of international marketing and decision-making. It is also supported by vivid, real-world case studies from a varied cross section of international companies such as Alibaba.com, Best

Buy, Facebook, DHL, Kikkoman, Tesco, McDonalds, Nintendo, KitKat in Japan, Mobile Communications in Africa, India's ArcelorMittal Steel, Wind Turbines in Finland, Uniqlo, and Banana Republic. New to this edition: A more global focus through examples, case studies and the experience brought by new co-author Barbara Czarnecka Chapter on "Culture and Cross-Cultural Marketing", featuring political unrest, the Syrian refugee crisis, the recent return to nationalism (e.g. Brexit and the Trump presidency) and further coverage of developing countries. Chapter feature, "Practitioner Insight", which provides applied insights from industry insiders. Coverage of digital advances and social media. Updated theory and methods, including S-DL, CCT, and Netnography. Additional

videos supplementing the comprehensive online resource package for students and lecturers. A wealth of online resources complement this book. These include a test bank of 50-65 questions per chapter, PowerPoint slides, sample syllabi, interactive maps, country fact sheets, flashcards, SAGE journal articles, and guidelines for developing a marketing plan. Suitable reading for students of international or global marketing modules on Marketing, International Business and Management degrees.

Export Marketing Management

NestFame Creations Pvt Ltd.

This edition is significantly shorter, covers all the international marketing tasks and knowledge statements from the NASBITE Certified Global Business

Professional (CGBP) certification, has a new focus on global entrepreneurship, and includes an ongoing team project called the Global Marketing Plan.

International Marketing and Export Management AMACOM

This is the only book on the market that comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a 'how to' treatment of technical export details. This 5th edition has been written in response to the continually rapid changes in international marketing and the new challenges that are arising. This book is suitable for Undergraduates and Postgraduates/MBA courses in International Marketing, Export

Marketing and International Trade.
An International Context Academic
Internet Pub Incorporated
The 7th Edition of Global Marketing
Management prepares students to
become effective managers overseeing
global marketing activities in an
increasingly competitive environment.
The text's guiding principle, as laid out
concisely and methodically by authors
Kotabe and Helsen, is that the realities
of international marketing are more
"multilateral." Suitable for all business
majors, the text encourages students to
learn how marketing managers work
across business functions for effective
corporate performance on a global basis
and achievement of overall corporate
goals. Global Marketing Management
brings timely coverage in various

economic and financial as well as
marketing issues that arise from the
acutely recessionary market
environment.

Global Marketing Management SAGE
How do export management consultants
select export markets for their clients?
To approach this research problem, case
studies were carried out with five
Australian export management
consultants. The answers to this
research problem were sought in the
form of three research questions
covering three key areas in the
international market selection decision.
Do export management consultants use
a systematic screening, relationship, or
reactive international market selection
method or a combination? From what
sources do export management

consultants obtain evaluative criteria information for their international market selection method? What evaluative criteria do export management consultants use in their international market selection method?

International Marketing and Export Management Pearson Education

Central themes are the understanding of marketing processes and the management of export operations and decision making.

The Essence of International Marketing McGraw Hill Professional

An ideal reference source for CEOs, marketing and sales managers, sales consultants, and students of international marketing, *Guide to Software Export* provides a step-by-step approach to initiating or expanding

international software sales. It teaches you how to examine critically your candidate product for exportability; how to find distributors, agents, and resellers abroad; how to identify the best distribution structure for export; and much, much more! Not content with providing just the guidelines for setting up, expanding, and managing your international sales channels, *Guide to Software Export* advises you on pitfalls to avoid, important legal and financial considerations associated with software export, and essential market and distribution information. In an effort to cover all the bases, this comprehensive text also discusses: negotiating partnerships electronic marketing evaluating the competition cultural assumptions and biases adapting

software for use in Asian markets
information sources on the Internet
distribution channel strategies If you're
not satisfied with your company's
international sales performance or you
want to get into the global market,
Guide to Software Export can help you
guide your company through the
transition. With the book's easy-to-follow
advice and checkpoints, you are sure to
bring new levels of success to your
company, so act now and get out in the
forefront of software exporting.

**International Marketing and Export
Management** Greenwood

International Marketing and Export
Management Prentice Hall

**Perspectives on International
Marketing - Re-issued (RLE
International Business)** Naper Press

Designed for managers on short courses,
for MBA and other students and for
managers and aspiring managers, this
book presents concise, analytical
information on the key topics of
international marketing. The book is
based around the 9 Ps - people, process,
power, product/service, pricing,
publicity/promotion, place of
sale/distribution, planning/control and
precedents. A chapter is given to each. It
leads the reader through a series of
scenarios and questions so as to
properly challenge managerial thinking.
"The Essence of International Marketing"
discusses not whether one should enter
foreign markets, but when and on what
terms. The necessity of international
marketing is also discussed in the
context of wanting to be globally

competitive. Other areas covered include analysis of the main issues, assessing the likelihood of change, implications that change will bring and how to respond to it. Each chapter ends with a checklist summarizing information provided and questions that need to be answered.

How to Build an Export Business

Routledge

"Albaum, Duerr and Strandskov offer a unique focus on export management. The comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non-academic sources. The balance between theory and practice is just right. I highly recommend this text." Geraldine Cohen, Lecturer, School of Business and Marketing, Brunel University Looking to

learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation? With changing opportunities and challenges in the global environment, "International Marketing and Export Management 5th edition" provides the most comprehensive and up-to-date coverage on the topic. "In my opinion Albaum, Duerr and Strandskov have written an excellent text book on the subject of International Marketing and students will find it both readable and extremely informative." David Demick, Senior Lecturer, School of Marketing, Entrepreneurship and Strategy, University of Ulster Geared to both undergraduate and postgraduate

courses on International Marketing or Export Marketing/International Trade, this book can also be used as a supplementary text on International Business courses and as a useful source of reference to even the most experienced of practitioners. New to this edition! In response to recent global developments, the authors have increased emphasis on the following: the impact of the Internet, World Wide Web, and e-commerce the increasing use of specialized software to assist in managing marketing functions, increasing efficiency in logistics, and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from China's rapid, export-led growth and from its entry into the World

Trade Organization the growing concerns with respect to social responsibility, and the costs of failure to meet societal expectations. Visit www.booksites.net/albaum to access valuable teaching tools, including an Instructor's Manual and Power Point Slides. Gerald Albaum is Research Professor at the Robert O. Anderson Schools of Management, University of New Mexico and Professor Emeritus of Marketing at the University of Oregon, USA. He is also Senior Research Fellow at the IC2 Institute, University of Texas, Austin, USA. He has been a visiting professor and scholar at universities in Canada, Denmark, New Zealand, Australia, Turkey, France, Finland and Hong Kong. Edwin Duerr is a Professor Emeritus of International Business at San

Francisco State University, USA. He has been a visiting professor at universities in Japan, Brazil, Germany, Denmark, Sweden and the Netherlands and has extensive consulting business around the globe. Duerr is also Senior Editor of "The" "Journal of International Business and Economy," Jesper Strandskov is a Professor of International Business at Aarhus School of Business, Denmark. He has been visiting professor at universities in the USA and Australia. He also acts as an international business consultant to several business companies and public institutions.

Import/Export: How to Take Your Business Across Borders Greenwood
The Research Handbook on Export Marketing profiles the main theoretical frameworks used in export marketing,

the contingency approach; the eclectic paradigm; industrial organization approach; resource-based view and relational exchange theory. Through An International Marketing Guide for the Minority-owned Firm PHI Learning Pvt. Ltd.

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universities in the USA and Australia. He also acts as an international business consultant to several business companies and public institutions.

Selected Chapters from 'International Marketing and Export Management' International Marketing and Export Management

Fully revised and updated-the go-to guide from an expert on international trade Doing business across national borders is more profitable than ever. In the exhaustively revised fourth edition, Import/Export provides step-by-step guidance to show you how to take part in the booming world economy.

International Marketing and Export Management Foxwell & Davies

Contents: Organisation and Control in International Marketing Management,

International Pricing Strategy, Marketing Strategy Planning, Product Policy and Planning, International Advertising, Marketing Strategy Planning for International Markets, The Firm as a Business System, International Markets, Marketed in a Consumer-Oriented Society: Appraisal and Challenges.

International Marketing and Export Management with International Business Discovery Publishing House
Marketing strategy is constantly adapting in the changing environment of International Business. This book draws together an eminent and international body of researchers to analyse recent changes in world markets and marketing practices. It analyses, codifies and challenges existing literature on the subject; it offers industry specific studies

of international marketing practices and their relative successes; and it presents valuable research findings on the increasingly important markets of China and Japan. The book is a three-fold contribution to the study and practice of International Marketing. Blending empirical studies with critical theory, the collection sheds much desired light on this important and often-neglected area. Global Marketing Management McGraw Hill

This textbook, now in its Second Edition, continues to provide an easy and accessible introduction to the import-export and logistics management. With the globalization, international trade procedures and documentation have undergone remarkable changes over the last decade or so. This process of change

got accelerated after the enactment of the Foreign Exchange Management Act, 1999. This, coupled with the thrust given to the liberalization process by the Government, has brought to fore the importance of export procedures and documentation and international logistics management. This comprehensive and revised book includes a new chapter on Foreign Exchange Risk Management and elaborates the procedures for availing different export incentives. Divided into eight parts, the text discusses the export-import environment, the procedures for obtaining finance by the exporter, convertibility of rupee, liberalization and its impact, the foreign exchange market, export-import procedures and documentation. Finally,

the book also dwells upon the essentials of imports and logistics management including distribution channels and international marketing. This book, dealing with the principles and practice of the management of exports, imports and logistics, should be of a great benefit to the postgraduate students of business management (MBA), and international business management (MIB). Besides, the book would prove to be useful as a handy reference for exporters, importers, managers and entrepreneurs.

Their International Marketing Response to the Export Trading Company Act of 1982 Pearson

Education India

This book offers management students and managers new insights by

approaching exporting from the perspective of marketing planning, rather than the mechanics of export practice. The author evaluates the widely recommended strategy of key market concentration, showing its weaknesses and the flaws in the supporting evidence. The book provides the reader with a framework for making an explicit and informed choice between the real market options faced in practical export situations, which takes into account the many company and market factors shaping such strategies. Closely related to market strategy is the competitive base for a company's exporting, particularly in balancing price and non-price forms of competition, and this is assessed in the second part of the book.

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