



International Marketing and Export Management (International business series)

Gerald Albaum

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Whilst its orientation stays the same treating international marketing with an exporting slant, this second edition includes: a chapter on non-export modes of entry (eg. investment, licensing, joint venture and other forms of strategic alliances) and improved coverage of EU international marketing. The chapter on the international environment has been divided into two and includes additional material on cultural differences. The discussion on marketing research is covered in more depth and includes material on the organization and control of operations.

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