



# International Marketing: Fundamentals for Small and Medium-Sized Enterprises

*Bruno Roque Cignacco*

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International marketing knowledge, unlike other areas, consists in academic systematizations of commercial practices applied by enterprises with levels of excellence in world performance, which allows to establish principles or guidelines that can be transferred to other organizations interested in internationalization.

Certain legal issues of international marketing, viz. standards, regulations, resolutions and provisions vary from country to country and are constantly being amended and updated, which makes it practically impossible to have an updated work that compiles all the regulations in force in a current time.

The book *International Marketing Fundamentals: SMEs* focuses on specific issues relative to international marketing, i.e. the important range of marketing international strategies, policies and variables that appear as indispensable tools to gain access to external markets. An orientation has been given to exporting activities and other ways of penetration in world markets, like licencing, franchising and co-investment. Many theoretical-practical issues useful for small and medium-sized enterprises have been taken up, considering the concerns that affect the international adventure.

The book studies basic and advanced fundamentals on international strategy, its design, implementation and control, which allows for long-term usage, without running the risk of becoming out of date, as it may happen with some topics such as international marketing customs regulations. The most important means that a small enterprise may use, beyond the typical features of the national environment, are shown, highlighting the importance of a global approach. The topics have been developed from a deductive point of view, which allows to reach progressively from macro issues such as globalization and regionalism to micro issues related to entrepreneurial activities, explaining with clear and precise words international marketing terminology, using simple but specific words.

With the strong conviction of having produced an integral work that links the topics in a didactic and entertaining approach, this book is presented to students, professionals, entrepreneurs, advisors and members of public and private bodies interested in the main factors that constitute the environment and strategy of an internationalizing organization.

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