

1. Record Nr.	UNINA990008117060403321
Autore	Petrarca, Francesco <1304-1374>
Titolo	Opere / Francesco Petrarca ; a cura di Giovanni Ponte
Pubbl/distr/stampa	Milano : Mursia, c1968
Descrizione fisica	1120 p. ; 22 cm
Collana	Le corone ; 7
Disciplina	851.1
Locazione	BAT
Collocazione	F.Russo 54
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910461031103321
Autore	Das Biswajit
Titolo	Transnational Marketing Strategy [[electronic resource]]
Pubbl/distr/stampa	New Age International Pvt. Ltd., Publishers, 2014
ISBN	81-224-4204-8 81-224-3729-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (291 p.)
Altri autori (Persone)	Satpathylpseeta SharanSanjay
Soggetti	Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover ; Preface ; Acknowledgements ; Contents ; Chapter 1: Transnational Marketing Strategy ; Learning Objectives ; Prelude ; Management Orientation and Beliefs ; Summary of the Four

Orientations ; Driving and Restraining Forces Affecting Transnational
 Integration and Marketing ; Driving Forces of Transnationalization ;
 Trends of Changes in the World Economy ; Leveraging Mechanism of
 Transnational Companies ; What are Transnational/Global Corporations?
 ; Restraining Forces ; Summary ; Case Study ; Questions for Discussion
 Chapter 2: Transnational and Domestic Marketing, Transnational
 Strategy Management and Domestic Marketing Management Learning
 Objectives ; Transnational Strategic Marketing (TSM) and Domestic
 Marketing Management (DMM) ; Marketing Management and Strategic
 Marketing ; Strategic Market Plan and Marketing Plan ; Marketing
 Strategy ; Transnational Marketing ; Conclusive Ideas ; Summary ;
 Questions for discussion ; Chapter 3: Mapping and
 Mobilizing Transnational Market ; Learning Objectives ; Introduction ;
 Measuring Transnational Market Potential
 Transnational Product-Market Strategy: The Process Market
 Boundaries-the Definition ; Transnational Distribution Channels ;
 Conclusion ; Summary ; Questions for discussion ; Chapter 4: Macro
 Aspects of Strategic Thrust on Transnational Marketing ; Learning
 Objectives ; Strategic Thrusts in Transnational Marketing: Facets ;
 Transnational Strategic Thrust Areas: An Approach ; Defending Relative
 Market Position ; Governmental Barriers and Constrains on
 Transnational Growth ; Rating the Marketing Effectiveness of
 Transnational Companies ; Summary ; Questions for Discussion
 Chapter 5: Maxi-transnational Marketing(MTM): A Model Approach
 Learning objectives ; Maxi-Transnational Marketing (MTM) ; Summary ;
 Questions for Discussion ; Chapter 6: Maxi-transnational Promotion
 and Psychosomatic Customer Access ; Learning objective ; Maximized
 Accountability ; Maximized Awareness ; Conclusion ; Summary ;
 Questions for Discussion ; Chapter 7: Planning for Transnational
 Marketing ; Learning Objectives ; Introduction: The Approach ; Political
 Risk ; Guidelines for a Transnational Investment Strategy ; Policies for
 Product Development and Diversification ; Conclusion
 Summary Questions for Discussions ; Chapter 8: Integrated Market
 Planning and Analysis ; Learning Objectives ; Exports Marketing ; The
 Sale of Knowledge ; Planning for Foreign Investment ; Pattern of Most
 Joint Ventures ; The Strategic Subsidiary and the Regional Centre ;
 Conclusion ; Organizational Planning for the Transnational Company ;
 Future Directions ; Summary ; Question for Discussion ; Chapter 9:
 Winning Transnational Marketing-A Survey Approach ; Learning
 Objectives ; How to Keep on Winning in Marketing ; Attitude Towards
 Winning in Transnational Marketing ; Control
 Market Orientation

Sommario/riassunto

This unique book is creatively designed to cater to the management
 students, scholars and professionals for their understanding of the
 worldview in the market places. It essentially discerns the disparity
 between transnational market and domestic market; in the spectacle of
 business formulations. The book vividly explains the export strategy
 and import policy in a broader vista. It includes subjects like
 international services, contracts and agreements for commissioning,
 100% export oriented schemes, export processing zones and exports
 free replacement during warranty. Additionally includes

3. Record Nr.	UNISA996479365503316
Titolo	Economía agraria y recursos naturales
Pubbl/distr/stampa	Madrid : , : Asociación Española de Economía Agraria, , 2001- [Valencia, Spain] : , : Editorial UPV
ISSN	2174-7350
Descrizione fisica	1 online resource (volumes)
Disciplina	[E]
Soggetti	Agriculture - Economic aspects Agriculture - Aspect économique Periodicals.
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed