1. Record Nr. UNINA9910449765003321 International marketing in the Asia-Pacific region . Part 2 / [[electronic Titolo resource] /] / guest editors, Paul Chao, Saeed Samiee and Leslie Sai-Chung Yip [Bradford, England], : Emerald Group Pub., 2004 Pubbl/distr/stampa **ISBN** 1-280-51510-4 9786610515103 1-84544-367-5 Descrizione fisica 1 online resource (103 p.) Collana International marketing review; ; v. 21, no. 3, 2004 Altri autori (Persone) ChaoPaul <1919-> SamieeSaeed YipLeslie Sai-Chung Disciplina 330.972 Soggetti Export marketing - Asia Export marketing - China Export marketing - Thailand Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. CONTENTS: EDITORIAL ADVISORY BOARD: Abstracts and keywords: Nota di contenuto French abstracts: Spanish abstracts: Guest editorial International marketing in the Asia-Pacific region; VIEWPOINT International marketing in Southeast Asia: Identifying export opportunities: the case of Thailand; China's entry to WTO: global marketing issues, impact, and implications for China; Marketing and e-commerce as tools of development in the Asia-Pacific region: a dual path; The marketing strategy-performance relationship in an export-driven developing economy A decision support model is presented and discussed which aims at Sommario/riassunto identifying realistic export opportunities for a given exporting country. The model consists of a screening process of four consecutive filters, through which relevant information on markets (such as country risk indicators, macroeconomic data, imports per product group, etc.) is fed, and which allows the identification and deletion of less interesting

market opportunities. Results are reported of the application of this decision support model to the case of Thailand, adapted for an analysis of foreign trade data at the SITC fou