Record Nr. UNINA9910783034103321 Marketing practices in Africa [[electronic resource] /] / guest editor, **Titolo** Kofi Q. Dadzie Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2002 **ISBN** 1-280-47922-1 9786610479221 1-84544-669-0 Descrizione fisica 1 online resource (144 p.) Collana Journal of business & industrial marketing; ; v.17, no. 6 Altri autori (Persone) DadzieKofi Q Disciplina 658.80096 Soggetti Industrial marketing - Africa Marketing - Africa Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Contents; Abstracts and keywords; Guest editorial; Measurement Nota di contenuto equivalence and applicability of core marketing concepts across Nigerian, Kenyan, Japanese and US firms; Market orientation in Ivory Coast; Market orientation of Nigerian and Kenyan firms; Internet and exporting: the case of Ghana; Financing non-traditional exports in Ghana; Project marketing to Africa: lessons from the case of IVO Transmission Engineering and Ghana's national electrification scheme; Collaboration between developed and developing country-based firms; Internet currency Sommario/riassunto About the Guest Editor Kofi Q. Dadzie teaches marketing and logistics in the Robinson College of Business at Georgia State University. For the past 21 years, Dr Dadzie has devoted much of his professional career to researching marketing practices in Africa's economic development

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