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Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Abstracts and keywords; 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
Sommario/riassunto	A decision support model is presented and discussed which aims at 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
