

1. Record Nr.	UNINA9910785665903321
Autore	Cherunilam Francis
Titolo	International trade and export management [[electronic resource] /] / Francis Cherunilam
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2010
ISBN	1-282-80388-3 9786612803888 1-4416-7644-9 93-5043-238-2
Descrizione fisica	1 online resource (535 p.)
Disciplina	337
Soggetti	Commerce Export marketing Export sales contracts - India India Commerce
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.
Nota di contenuto	pt. 1. International trade : theories, concepts, trends and organisations -- pt. 2. International marketing management -- pt. 3. Foreign trade of India : policy, regulation and promotion -- pt. 4. Cases.
Sommario/riassunto	This book provides, in one volume, various theoretical and managerial aspects of International Marketing. It is divided into four parts. Part I, which deals with important theories, concepts, issues and organisations related to international trade and investment, provides a theoretical background for the study of Export Management. The subject matter is presented in a lucid style so that it could be easily understood even by those who do not have any academic background of Economics. Part II deals with various aspects of international marketing management. Part III provides a picture of India`