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	Lingua di pubblicazione	Non definito
	Formato	Materiale a stampa
	Livello bibliografico	Collezione
2.	Record Nr.	UNINA9910807830103321
	Titolo	Research in international marketing / / edited by Peter W. Turnbull & Stanley J. Paliwoda
	Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2013
	ISBN	0-203-07625-7 1-299-44788-0 1-135-12435-3
	Descrizione fisica	1 online resource (376 pages) : illustrations
	Collana	Routledge library editions. International business ; ; v. 39
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	Soggetti	Export marketing Export marketing - Research
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	First published in 1986 by Croom Helm.
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	pt. 1. Organisational buying behaviour and cultural variables -- pt. 2. The internationalisation process-- theories & evidence -- pt. 3. International supplier-customer relationships.
	Sommario/riassunto	This book considers problems which can be serious obstacles in international marketing but which are much less difficult in domestic marketing, such as cultural differences; the establishing and maintaining of relationships with customers' and the special problems for firm strategy and organisation arising from the internationalisation process.