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Autore	Cherunilam Francis
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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`