

1. Record Nr.	UNINA9910813152203321
Titolo	Marketing practices in Africa // guest editor, Kofi Q. Dadzie
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2002
ISBN	1-280-47922-1 9786610479221 1-84544-669-0
Edizione	[1st ed.]
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.
Nota di contenuto	Contents; Abstracts and keywords; Guest editorial; Measurement 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 with funding from the US Agency for International Development, US Information Agency, and African governments.