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| ISBN                    | 1-60780-079-9   |
| Edizione                | [3rd ed.]   |
| Descrizione fisica      | 1 online resource (192 p.)  |
| Collana                 | The Short course in international trade series  |
| Disciplina              | 658.8<br>658.8/48<br>658.848  |
| Soggetti                | Export marketing<br>Global business   |
| 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 (p. 184).<br>Includes web resources.  |
| Nota di contenuto       | International Marketing; Introduction; Table of Contents; Chapter 1: Marketing Basics; Chapter 2: Elements of the Marketplace; Chapter 3: The Dimensions of International Marketing; Chapter 4: International Trade; Chapter 5: The Role of Governments; Chapter 6: The Role of Cultural Forces; Chapter 7: Developing Products for the Foreign Market; Chapter 8: Market Research; Chapter 9: Preparing for Market Entry; Chapter 10: Developing Distribution; Chapter 11: Advertising and Promotions; Chapter 12: Making Contact: Different Products and Promotions; Chapter 13: Staffing the New Market<br>Chapter 14: Evaluating Performance<br>Chapter 15: The Marketing Plan;<br>Chapter 16: The Marketing Audit; Chapter 17: Glossary; Chapter 18: Resources |
| Sommario/riassunto      | A Short Course in International Marketing will transform your export operation into a market-driven, profit-making enterprise by explaining how to employ international marketing methods and strategies used by successful firms worldwide.  |