

1. Record Nr.	UNINA9910953321203321
Autore	Curry Jeffrey E. <1953->
Titolo	A short course in international marketing : approaching and penetrating the global marketplace // Jeffrey Edmund Curry
Pubbl/distr/stampa	Petaluma, CA, : World Trade Press, c2009
ISBN	9781607800798 1607800799
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	The Short course in international trade series
Disciplina	658.8 658.8/48 658.848
Soggetti	Export marketing 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). 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 Chapter 14: Evaluating PerformanceChapter 15: The Marketing Plan; 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.