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Collana	The Short course in international trade series
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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 Performance Chapter 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.