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Nota di contenuto	Intro -- preface -- introduction -- table of contents -- 1 The Why of International Marketing Blunders -- 2 Language and Translation Blunders -- 3 Product and Service Blunders -- 4 Distribution Blunders -- 5 Advertising Blunders -- 6 Japan: A World Unto Itself -- 7 Internal "International" Blunders -- 8 Applying the Lessons Learned -- 9 The (Almost) Blunder-Proof International Marketing Plan -- 10 Glossary -- 11 Resources.
Sommario/riassunto	International marketing blunders by major companies are described in sometimes humorous detail in this book for students of international trade. Cases are grouped according to miscalculations related to language and translation, products and services, distribution, and advertising, with one chapter