

Mcgraw Hill Marketing 11th Edition

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presenting the challenges and opportunities ahead the contributors to this volume critically examine the current status and future direction of research in international marketing the result of a sustained and lively dialogue among contributors from a variety of cultures this volume gathers their perspectives and many insights on the revitalization of the field the authors address the way international marketing actually functions as well as theoretical explorations of how it should function some of the papers break through the bounds of traditional disciplines and methodologies to borrow whatever tools and concepts are needed for a particular inquiry others are less concerned with testing existing theory than with generating new insights still others provide results that are significant for managers many of the contributors are drawn to problems broad in scope and offer insights that are of considerable value for advancing the state of the art part i offers a review of the state of the art in international marketing and examines market orientation and withdrawal parts ii through iv cover foreign market entry modes strategy and cross cultural issues parts v and vi discuss global electronic commerce as well as diffusion models country equity and global scorecards a timely and innovative volume handbook of research in international marketing is a must read for anyone interested in marketing research or international business

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