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the chapters form the core of the book and represent the key areas of product distribution promotion and price the integration of concepts and applications in a student friendly manner is the focus of this book marketing concepts are introduced in a process approach in which marketing is described as a series of processes market segmentation new product development promotional decisions and so forth pref

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twenty three papers provide an overview of the subject of international marketing addressing environments and markets market entry and development the marketing mix and marketing performance and evaluation specific chapters discuss market research intellectual property policy gaps business g

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