

Zagrebaka Pria

International Marketing Daniel W. Baack
International Marketing *Daniel W. Baack*

international marketing presents an innovative integrated approach to the course in which marketing concepts are explored in depth within the international context the authors identify five key factors that impact any international marketing venture culture language political legal systems economic systems and technological operational differences and discuss them in relation to the core marketing concepts of markets products pricing distribution place and promotion uniquely the book provides discussions of sustainability and bottom of the pyramid concepts within each chapter and is richly illustrated with examples from both multinational companies as well as smaller local concerns setting the path for the future direction of this course the authors provide instructors and students with the first truly international marketing textbook

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