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Sinopsis

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This book comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a 'how to' treatment of technical export details. This 5th edition has been written in response to the continually rapid changes in international marketing and the new challenges that are arising.

This book is suitable for Undergraduates and Postgraduates/MBA courses in International Marketing, Export Marketing and International Trade.