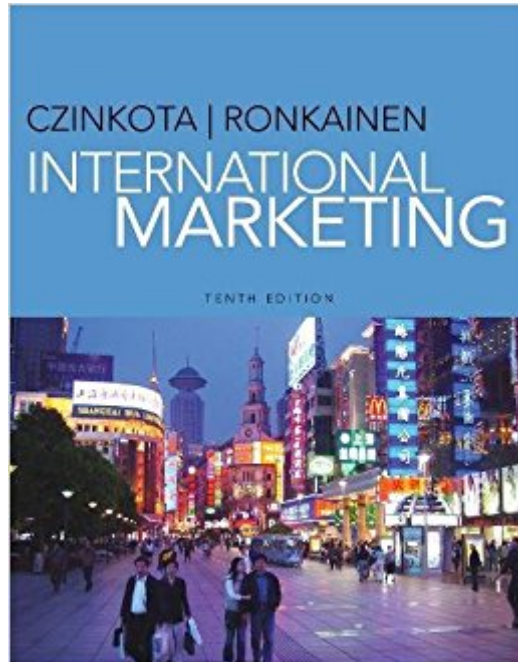




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International Marketing



Synopsis

INTERNATIONAL MARKETING is an innovative, up-to-date text ideal for anyone seeking success in this fast-paced field. You will discover topics ranging from beginning start-up operations to confronting giant global marketers. This in-depth text will prepare you to conquer the international business world!

Book Information

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Average Customer Review: 3.7 out of 5 stars 13 customer reviews

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Customer Reviews

Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies, and governments all over the world. He is a frequent speaker on issues related to trade, trade policy, and global business strategies. His key research is in the field of export promotion and export development. He has served in the U.S. Government as Deputy Assistant Secretary of Commerce, where he was responsible for trade analysis and support of trade negotiations. He holds three honorary doctorates and advises universities around the globe. He currently serves on the faculty of The McDonough School of Business at Georgetown University. Ilkka Ronkainen, a leading expert in the areas of international business and marketing, has served on the faculty of The McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong. He is docent of international marketing at the Helsinki School of Economics and frequently teaches executive classes in Europe, Asia, South America, as well as the United States.

Reasonably well-written and informative, this is a solid textbook. I used it for an MBA class in International Marketing. Has chapters dedicated to recent developments, such as social media and regional instability. On the downside, many of the anecdotes are long and repetitive. This added quite a bit of fluff to each chapter. It's possible to read just the headers, a couple examples, and get the gist of the section. However, since you'll probably be assigned this book, you won't have much of a choice. So, read it, skim the headers, and you should be OK.

The book is in good shape and the Price is very nice. Nevertheless, it was surprising that the text was already highlighted. That can be viewed as extra good because it reduces the own workload or as negative. Depends on the perspective of the viewer.

I have to read this book for my International Marketing class but I find the book a complete snooze. If you have any awareness of other cultures, how other societies work, and have taken basic marketing courses then you will like me ask yourself if you actually are learning anything new from this book. Only good thing was the examples they have throughout the book.

great book and condition!

Item was as described and arrived within time frame given.

Helping me with the IMB!

Cover was torn with slight water damage.

The book has wrong information. For example the letter of credit flow is incomplete.

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