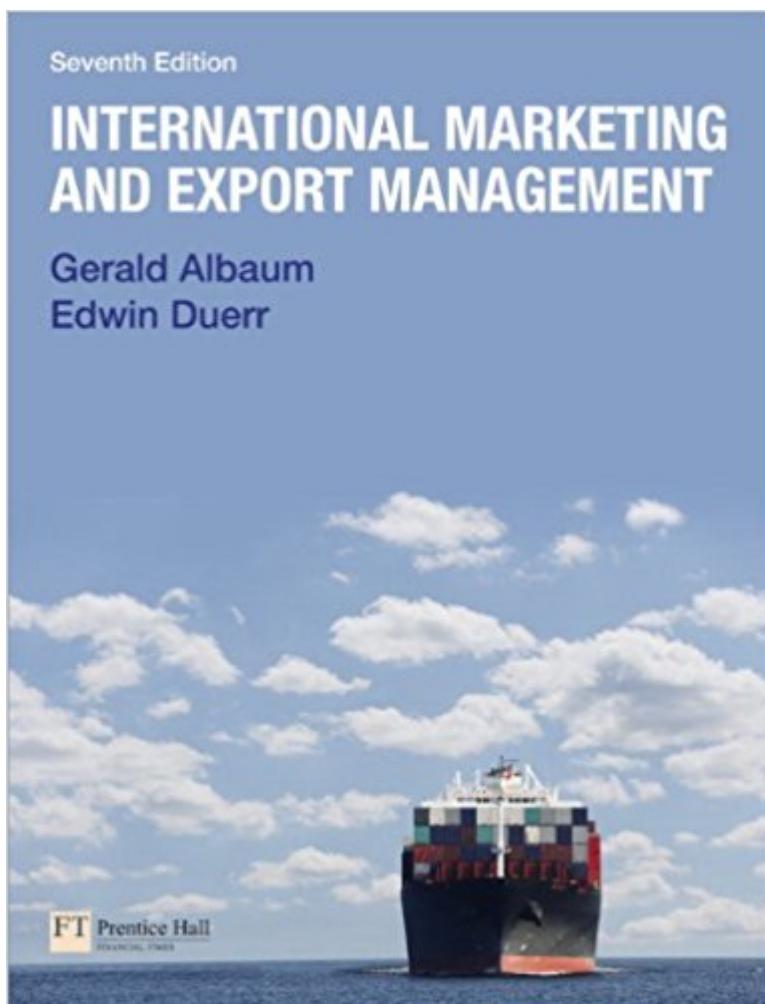


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International Marketing & Export Management (7th Edition)



Synopsis

International Marketing and Export Management 7th editionÂ Â offers an accessible and authoritative perspective on international marketing with a strong export management orientation, comprehensively describing the evolving competitive landscape as created by technological advances and international trade patterns. The seventh edition retains its clear and informed coverage of the opportunities for companies of all sizes and in all industries in the export of goods, services, intellectual property and business models. Written in a no-nonsense style, the book has been updated to offer the most up-to-date discussion of the literature in the area, as wellÂ Â as new and engaging cases and examples in every chapter.Â The book is ideal for undergraduate and postgraduate students taking modules in International Marketing and Export Marketing/International Trade. It will also be used as a supplementary text on International Business courses.

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Customer Reviews

Albaum & Duerr, International Marketing and Export Management 7e – draft blurb
International Marketing and Export Management 7e offers an accessible and authoritative perspective on international marketing with a strong export management orientation, comprehensively describing the evolving competitive landscape as created by technological advances and international trade patterns. The seventh edition retains its clear and informed coverage of the opportunities for companies of all sizes and in all industries in the export of goods, services, intellectual property and business models. Written in a no-nonsense style, the book has

been updated to offer the most up-to-date discussion of the literature in the area, as well as new and engaging cases and examples in every chapter. Key features include: Updated to take account of the global economic crisis New cases studies including BP's problems in the Gulf of Mexico and Toyota's worldwide recalls, along with more practical examples and vignettes throughout the text Increased coverage of the service sector New material on the increased importance of the BRIC countries (Brazil, Russia, India and China) and their rapid export-led growth Greater emphasis on corporate social responsibility and ethics The book is ideal for undergraduate and postgraduate students taking modules in International Marketing and Export Marketing/International Trade. It will also be used as a supplementary text on International Business courses. About the authors Gerald Albaum is Research Professor at the Robert O. Anderson Schools of Management, University of New Mexico, and Professor Emeritus of Marketing at the University of Oregon, USA. He is also Senior Research Fellow at the IC2 Institute, University of Texas, Austin, USA. He has been a visiting professor and scholar at universities in Canada, Denmark, New Zealand, Australia, Turkey, France, Finland and Hong Kong. Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University, USA. He has been a visiting professor at universities in Japan, Brazil, Germany, Denmark, Sweden and the Netherlands, and has extensive consulting business around the globe. He is also Senior Editor of The Journal of International Business and Economy.

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I adopted this book as a textbook for my course in global trade and marketing. It was the ONLY book I found that actually covered the subject I wanted to teach and did so at a level that would engage my (MBA) students. In using it, I find that I chose well. Students report finding it useful and on target. The only negatives lie in the book's first chapter. It seems that its authors wanted to place

the text in the universe and attempted to use its first chapter to do so. Had I read only the first chapter, I would not have selected the book for my class. Fortunately, though, later chapters read well and have good topical focus. Be aware that a "gray market" edition is circulating. Although marked for distribution only in the Indian Subcontinent, its content appears to be similar, if not identical, to the one coming from Pearson out of the UK. It lacks color, and its printing lacks good finish, but its content seems to be identical. I randomly checked pages, and all that I checked were the same between the two books. The gray market edition is substantially cheaper!

It was sent to me in poor quality with the binding already falling apart and a good amount of paging continue to fall out, which makes it difficult to transport to and from class.

Excellent book, in excellent condition. Worth the purchase. Thank you

Book came in good condition...

It was in perfect conditions

Great product and quick delivery.

This book has everything inside , From economy and world economy facts in present time to the latest marketing and export strategies , i am satisfy.

The book is great. Has a lot to cover on. Though the book may look big but it is worth the reading time.

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