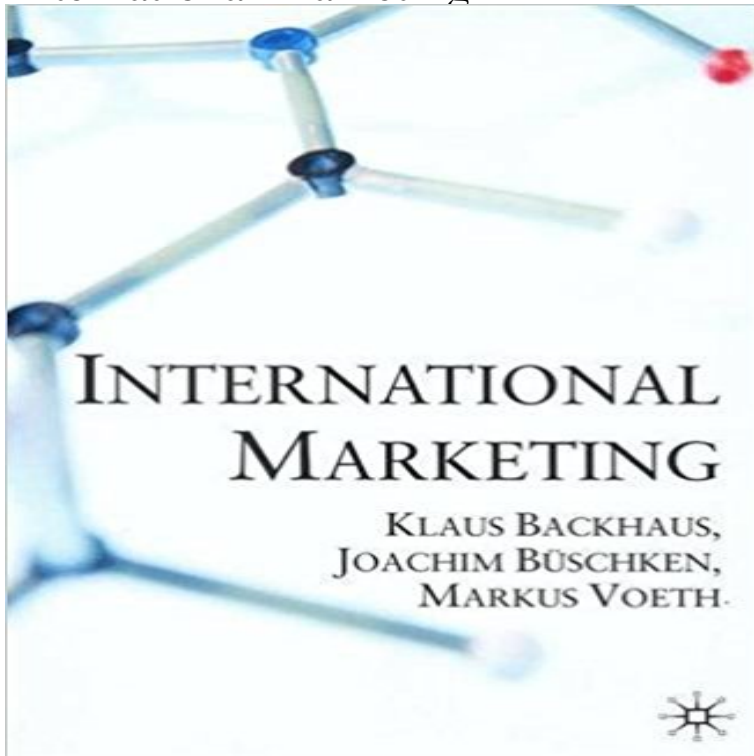


International Marketing



International Marketing is an adaptation of a best-selling German text, which considers the global marketing arena from a new and original perspective. It focuses upon international marketing primarily as the coordination of a company's different national marketing programmes. How can for example an exchange of marketing knowledge across borders add value to a company's position in other markets? What impact does the exchange of goods and information across borders by customers have? What effect can going international have on an international cost position? How can lead markets act as a guide to future developments in other countries? International Marketing takes a comprehensive look at all the underlying concepts, using a wealth of truly European examples and substantial case studies.

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