

International Marketing. Michael Czinkota, Ilkka Ronkainen, Gilbert Zvobgo



International Marketing is aimed primarily at intermediate and advanced undergraduate and postgraduate students taking International Marketing modules. Due to its applied coverage, the book is also an excellent choice at MBA and post-experience levels. The book covers the entire range of international marketing topics, logically divided into four Parts: * Part One outlines the core concepts of international marketing, and discusses the environmental forces which the international marketer has to consider. * Part Two focuses on international market entry and development, addressing strategic planning for internationalisation, including preparing (through research) and executing the entry. * Part Three addresses the elements of the marketing mix that are most important for firms at the initial stage of internationalisation * Part Four discusses the marketing management issues most relevant to the expanded global operations of multinational corporations.

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