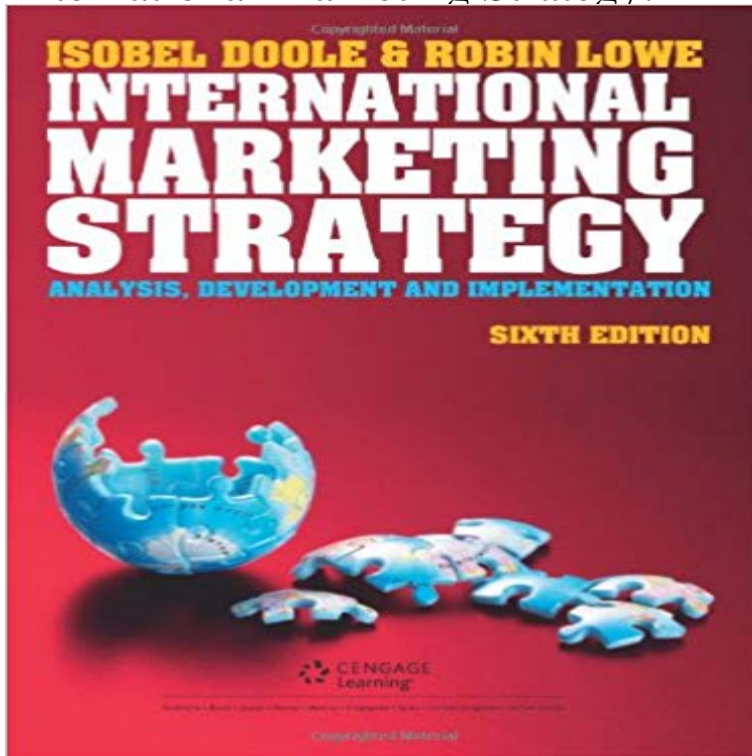


## International Marketing Strategy.



International Marketing Strategy has been developed to help the reader learn, understand and practice a number of elements of the international marketing strategy process. The process involves the analysis of a situation, development of a strategy against a background of a number of strategic options and the implementation of the chosen option. This edition will continue to provide a framework, within the parts and chapter structure, in which to understand and evaluate the factors that should be taken into account.

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