



International Marketing: Analysis & Strategy

Sak Onkvisit, John J. Shaw

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This excellent book offers a good balance between theory and practice while providing solid theoretical and conceptual foundations to the discipline of international marketing. The approach is analytical rather than merely descriptive, with an emphasis on the management perspective. *International Marketing: Analysis and Strategy* presents broad and deep coverage of international business topics. There are two chapters for each of the 4 Ps of marketing. There are also in depth discussions of topics such as marketing barriers, foreign exchange, physical distribution, documentation, bribery, counterfeiting, intellectual property, gray marketing, dumping, political risks, services, free-trade zones, countertrade, and more. The book employs a rigorous approach that cites real-world examples from U.S. government and international publications, as well as industry-specific publications in addition to leading business magazines and newspapers. It covers the latest theoretical developments, empirical findings, and management practices. This integrated approach enables readers to keep up with the latest research and practice. The third edition of *International Marketing: Analysis and Strategy* has been revised to include the latest scholarly and management practices, several new cases and advertisements, and the latest available statistics. In addition, the book employs "boxes" for the first time to highlight different areas of discussion: "cultural dimension," "it's the law," and "marketing strategy." A valuable reference book for any professional whose business is involved with international marketing.

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