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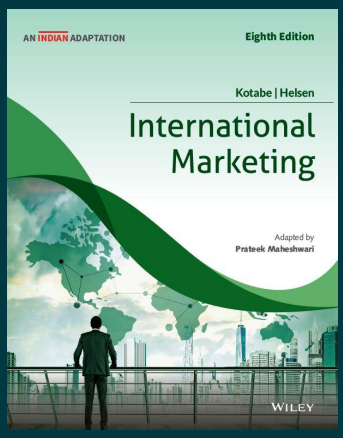

International Marketing, 8ed (An Indian Adaptation)

By Masaaki (Mike) Kotabe , Kristiaan Helsen, Prateek Maheshwari

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Description

International Marketing, 8th Edition combines academic rigor, contemporary relevance, and student-friendly readability to review how marketing managers can succeed in the increasingly competitive international business environment. This in-depth yet accessible textbook helps students understand state-of-the-art global marketing practices and recognize how marketing managers work across business functions to achieve overall corporate goals. The authors provide relevant historical background and offer logical explanations of current trends based on information from marketing executives and academic researchers around the world.

About the Author

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