



International Marketing (Tenth Edition)

By Ilkka A. Ronkainen, Michael R. Czinkota

South Western/Cengage Learning India, 2013. Softcover. Book Condition: New. 5th or later edition. Focus on the Physical Environment and Geography: Updated maps provide context in terms of social and economic data, including electronic maps. An appendix directly addresses the relationship between geography and international marketing. New Cases: Each Part section is followed by 4 cases, with 2 additional cases online. Presented on a variety of topics, these cases present students with real business situations. All cases address the activities of actual or former companies and cover a broad geographic spectrum. Video Cases: Video cases are located within the case section and are available on DVD for instructors. These cases further illustrate chapter topics and have been expanded from previous editions. Recommended Readings: Found at the end of each chapter, the authors have provided additional recommended reading to be assigned in class, or to be utilized as an additional resource. Internet Exercises: Included at the end of each chapter, Internet exercises give readers online experience at the international and global issues that arise in marketing. E-Commerce and Technology: The impact of technology and e-commerce on marketing communications, channels, logistics, and research is thoroughly integrated throughout the text. Culture and Government: The...



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