



International Marketing: Strategy and Theory

John Shaw, Sak Onkvisit

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Marketing is a universal activity that is widely applicable, regardless of the political, social or economic systems of a particular country. However, this doesn't mean that consumers in different parts of the world should be satisfied in the same way.

The 4th edition of *International Marketing* has been written to enable managers and scholars to meet the international challenges they face everyday. It provides the solid foundation required to understand the complexities of marketing on a global scale.

The book has been fully updated with topical case studies, examples of contemporary marketing campaigns, the most relevant discussion topics as well as the most up-to-date theories, references and research findings. It is this combination of theory and practice that makes this textbook truly unique, presenting a fully rounded view of the topic rather than an anecdotal or descriptive one alone.

The book includes chapters on:

- * Trade distortions and marketing barriers
- * Political and legal environments
- * Culture
- * Consumer behaviour
- * Marketing research
- * Promotion and pricing strategies
- * Currencies and foreign exchange

Accessibly written and designed, this book is the most international book on marketing available that can be used by undergraduates and postgraduates the world over. A companion website provides additional material for lecturers and students alike.

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