

International Marketing and Purchasing

From Marketing-mix to Relationships and Networks

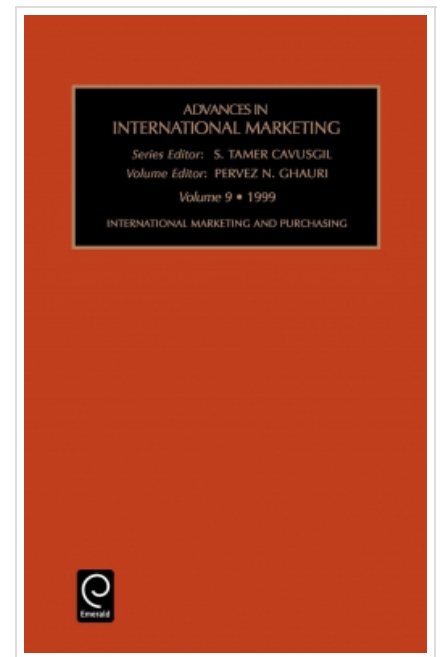
Advances in International Marketing

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About the Book

The collection of papers presented in this volume are the results of research undertaken by a group of scholars examining the field of international marketing and purchasing (IMP). This group of researchers has been conducting IMP studies over the past two decades in a multi-country setting. This book is a good overview of marketing as a discipline and provides insightful writing on the latest developments. The book can be used as supplementary text in courses as Business-to-Business Marketing, International Marketing and Marketing theory.



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