

International Marketing Research

Opportunities and Challenges in the 21st Century

Advances in International Marketing

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About the Book

This book presents a collection of original, high-quality essays in international marketing. Both theoretical/conceptual and empirical contributions are included. Written by scholars from all over the world, these essays address various aspects of export and multinational marketing. While some authors focus on managerial issues in international marketing, others take a public policy or comparative perspective. Similarly, while some authors may confine their analyses to well-established concepts or methodologies in international marketing, others have the opportunity to incorporate new and innovative perspectives. It examines international marketing from theoretical and practical perspectives, and addresses various aspects of export and multinational marketing through management, public policy, and other issues.



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