



International Marketing, (SIE)

By Graham Jones, Philip Cateora, Salwan Prashant

Tata McGraw-Hill Education Pvt. Ltd., 2008. Softcover. Book Condition: New. 5th or later edition. This pioneering text provides a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics. It helps students to see the cultural and environmental uniqueness of any nation or region. The 13th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated technological learning tools. Indian examples and cases have been included to make the book more useful to the MBA students of India. These are on outbound investment and global brands by Indian companies like Ranbaxy, Tata Tea, Wipro, Bharat Forge, Sundaram Fasteners and many more. International data has been supplemented with Indian data at relevant places. Bilateral and multilateral trade relations involving India, and discussion on export-import documentation have also been included. Table of contents: PART I: AN OVERVIEW Chapter 1. The Scope and Challenge of International Marketing Chapter 2. The Dynamic Environment of International Trade PART II: THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS Chapter 3. History and Geography: The Foundations of Culture Chapter 4. Cultural Dynamics in Assessing Global Markets Chapter 5. Culture, Management Style, and...



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