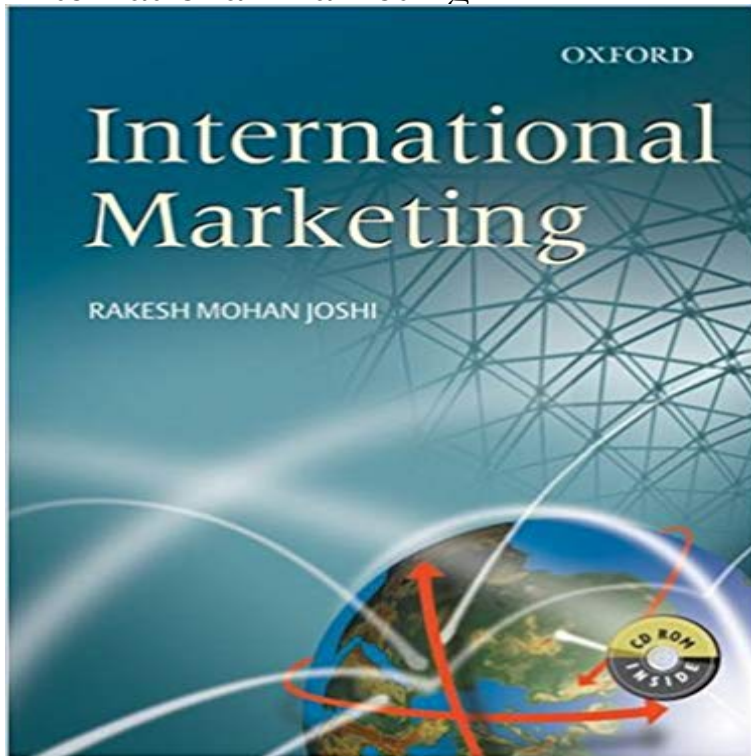


International Marketing



Users will find this book highly useful for its coverage of the theoretical foundations, decision-making processes for international markets, strategies for products, brands, pricing and trade logistics and the policy framework, procedures and documentation for export marketing and promotion-explained through caselets, diagram, flowcharts and numerous examples from the Indian context.

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