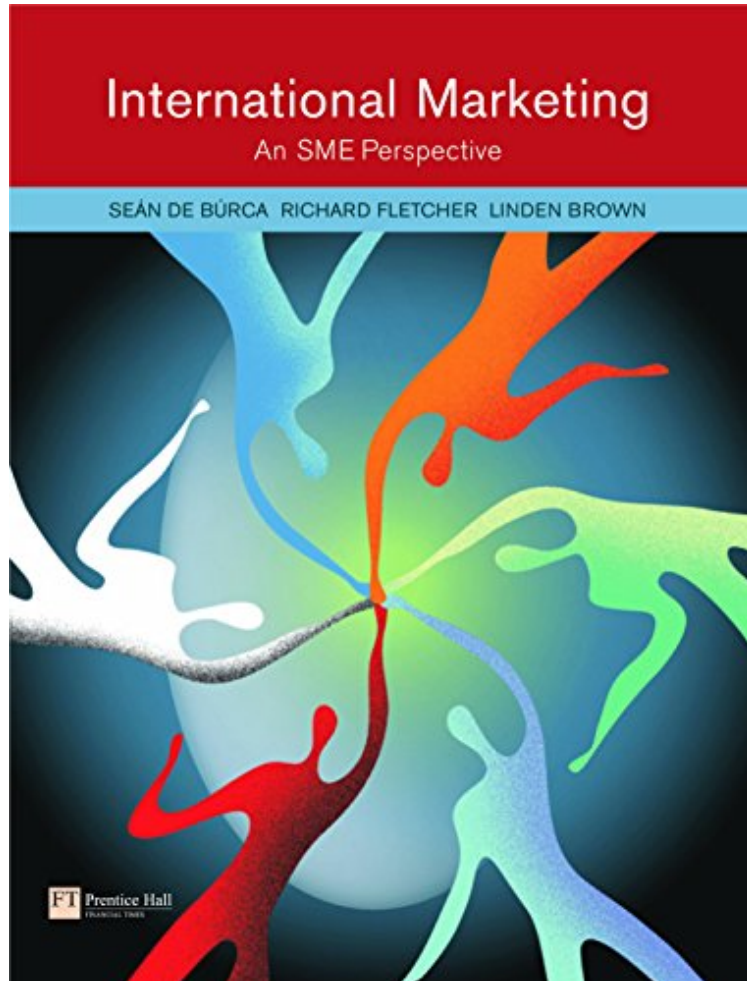


International Marketing: An SME Perspective

Sean De Burca, Linden Brown, Richard Fletcher
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students studying International Marketing, International Marketing, An SME Approach, blends rigorous theory with practice. The book places emphasis on the impact of technology on the international marketing landscape. Other features include: Real life examples on practical international marketing planning and strategy Comprehensive coverage of the network perspective to international marketing Case studies that represent problems and issues confronting managers International Marketing Highlights in every chapter which provide a forum for classroom and tutorial discussion Emphasis on environmentalism, ethics, electronic commerce and multilateral trade relations To access the robust ancillary package which includes an Instructor's Manual, Power Point slides, a test item file, additional case studies and two extra chapters on Winning International Projects and Coping with Countertrade, visit www.booksites.net/deBurca. Dr. Sean de Burca is Professor of Marketing, University College Dublin, Ireland. Dr. Richard Fletcher holds the Chair of Marketing and International Business at the University of Western Sydney. Dr. Linden Brown is Adjunct Professor of Marketing and Director of the Market Strategy and Information Technology (M^{SAT}) Group at the University of Technology, Sydney, Australia.

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