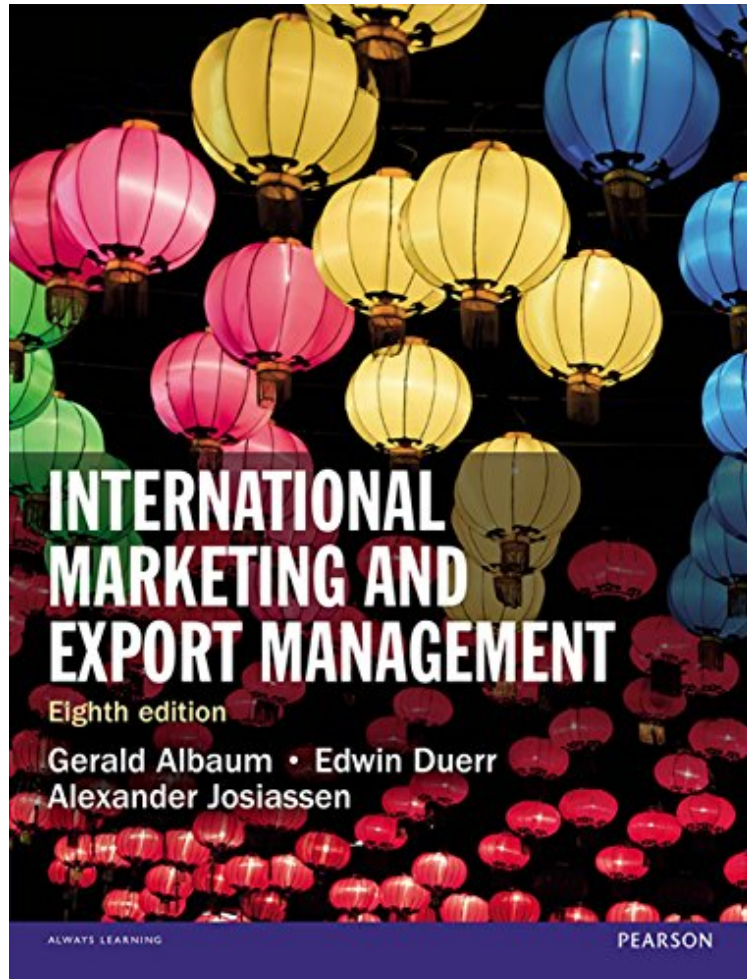


# International Marketing and Export Management

*Gerald Albaum, Edwin Duerr, Alexander Josiassen*  
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been updated to offer the most up-to-date discussion of the literature in the area. Key features include: A thorough outline of the international environment that firms and consumers find themselves in. In terms of critical literature this text makes extensive use of truly international marketing theories and models, rather than merely using generic marketing theories and models in an international context. Comprehensive coverage of international consumer behaviour such as country-of-origin theories and models. Increased coverage of the service sector. Greater emphasis on corporate social responsibility and ethics. The book is ideal for undergraduate and postgraduate students taking modules in International Marketing, Export Marketing, International Trade or International Business. About the authors Gerald Albaum is Research Professor at the Robert O. Anderson Schools of Management, University of New Mexico, and Professor Emeritus of Marketing at the University of Oregon, USA. He is also Senior Research Fellow at the IC2 Institute, University of Texas, Austin, USA. He has been a visiting professor and scholar at universities in Canada, Denmark, New Zealand, Australia, Turkey, France, Finland and Hong Kong. Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University, USA. He has been a visiting professor at universities in Japan, Brazil, Germany, Denmark, Sweden and the Netherlands, and has extensive consulting business around the globe. He is also Senior Editor of The Journal of International Business and Economy. Alexander Josiassen is Centre Director at the Department of Marketing, Copenhagen Business School, Denmark. Alexander is also a visiting professor at RMIT University, Australia. He has won several international awards for his research and teaching in the area of international marketing and management. Alexander is a frequent key note speaker at international conferences and consultant of major international corporations.

From the Back Cover Albaum, Duerr Josiassen, International Marketing and Export Management, 8e International Marketing and Export Management 8e offers an accessible state-of-the-art text in international marketing. The book covers the evolving internationally competitive landscape that almost all firms and consumers find themselves acting in today. Consumers because they often make consumption choices where there are international options, and firms because they either compete internationally or have international competitors in their domestic market. The eighth edition retains its clear and comprehensive coverage of the opportunities for companies of all sizes and in all industries in the export of goods, services, intellectual property and business models. Written in a no-nonsense style, the book has been updated to offer the most up-to-date discussion of the literature in the area. Key features include: A thorough outline of the international environment that firms and consumers find themselves in. In terms of critical literature this text makes extensive use of truly international marketing theories and models, rather than merely using generic marketing theories and models in an international context. Comprehensive coverage of international consumer behaviour such as country-of-origin theories and models. Increased coverage of the service sector. Greater emphasis on corporate social responsibility and ethics. The book is ideal for undergraduate and postgraduate students taking modules in International Marketing, Export Marketing, International Trade or International Business. About the authors Gerald Albaum is Research Professor at the Robert O. Anderson Schools of Management, University of New Mexico, and Professor Emeritus of Marketing at the University of Oregon, USA. He is also Senior Research Fellow at the IC2 Institute, University of Texas, Austin, USA. He has been a visiting professor and scholar at universities in Canada, Denmark, New Zealand, Australia, Turkey, France, Finland and Hong Kong. Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University, USA. He has been a visiting professor at universities in Japan, Brazil, Germany, Denmark, Sweden and the Netherlands, and has extensive consulting business around the globe. He is also Senior Editor of The Journal of International Business and Economy. Alexander Josiassen is Centre Director at the Department of Marketing, Copenhagen Business School, Denmark. Alexander is also a visiting professor at RMIT University, Australia. He has won several international awards for his research and teaching in the area of international marketing and management. Alexander is a frequent key note speaker at international conferences and consultant of major international corporations.