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Rajagopal

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Rajagopal : Sustainable Growth in Global Markets: Strategic Choices and Managerial Implications before purchasing it in order to gage whether or not it would be worth my time, and all praised Sustainable Growth in Global Markets: Strategic Choices and Managerial Implications:

Sustainable Growth in Global Markets provides a comprehensive introduction to the concept of market and business management outside the domestic market. It covers complex elements of market management, analysing behavioural theories such as theory of comparative advantage, theories of macro and micro marketing economics, socio-cultural theories, and various contemporary concepts of international business management. The book puts forward a broad foundation of the subject beginning with a discussion of the concept of market dynamics and followed by an analysis of the changing behaviour of markets and its components. The core discussion focuses upon the ability to do business in international markets, putting forward critical insights on the significance of leadership, building consumer value through innovation, tracking the external environment for organizational change as well as important emerging trends towards building an innovative venture.

From the Back Cover Sustainable Growth in Global Markets provides a comprehensive introduction to the concept of market and business management outside the domestic market. It covers complex elements of market management, analysing behavioural theories such as theory of comparative advantage, theories of macro and micro marketing economics, socio-cultural theories, and various contemporary concepts of international business management. The book puts forward a broad foundation of the subject beginning with a discussion of the concept of market dynamics and followed by an analysis of the changing behaviour of markets and its components. The core discussion focuses upon the ability to do business in international markets, putting forward critical insights on the significance of leadership, building consumer value through innovation, tracking the external environment for organizational change as well as important emerging trends towards building an innovative venture. About the Author Dr. Rajagopal is Professor of Marketing at EGADE Business School of Monterrey Institute of Technology and Higher Education (ITESM), Mexico City Campus and Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London. He is also Fellow of the Chartered Management Institute, and Fellow of Institute of Operations Management, United Kingdom. He specialises in the fields of Marketing Management, Rural Economic Linkages and Development Economics and has published 45 books and over 400 research contributions that include published research papers in international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing, International Journal of Business Competition and Growth, and International Journal of Built Environment and Asset Management. He is Regional Editor of Emerald Emerging Markets Case Studies, and member of editorial board of various journals of international repute. He has imparted training to senior corporate executives and has conducted 60 management development programs. His research contributions have been conferred the highest recognition of National Researcher -SNI-level III by the National Council of Science and Technology, Government of Mexico.