



International Marketing Reader

Stanley J. Paliwoda

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This collection draws together key readings in international marketing, offering the ideal synthesis of current theoretical developments in the area. It begins with a critical summary of the topical issues and moves on to look at: global marketing infrastructure; international processes; and globalization of markets - products, advertising, distribution, pricing. It concentrates on drawing out the issues involved in international marketing and should be important reading for any student, either undergraduate or MBA, exploring the area more critically and building on introductory texts.

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