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International Marketing (Fourth Edition)

By R. Srinivasan

PHI Learning, 2016. Softcover. Book Condition: New. 4th edition. Description: This well-established book, now in its Fourth Edition, provides the latest information and data on International Marketing with emphasis on the Indian context. Retaining all the strengths of the previous editions, the new edition includes significant updates in the case studies, namely, ? Infosys Technologies Limited ? SAP India ? Global Marketing in Wipro?Growing in Strength ? I-Flex Solutions (Currently Oracle Financial Software Solutions) ? Ace Designers ? Gillette India ? Mysore Sales International Limited These case studies presenting the facts and data explicitly, familiarise the readers with the latest developments and changing scenario of international marketing. Now, the text highlights a wide variety of aspects relating to the business environment, with specific focus on competition, product development, market strategy and international business. Primarily intended for postgraduate students of management, the book would also greatly benefit managers attending various management programmes. Contents: Preface ? Preface to the First Edition 1. Basic Concepts of International Marketing 2. Trade Theories, Export Promotion and Marketing 3. Environment of International Business 4. Consumer Behaviour 5. Product Policy and Planning 6. Advertising and Promotion 7. Pricing 8. Distribution 9. International Market Selection, Research, Planning and...



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