



International Marketing and Export Management (6th Edition)

By Gerald Albaum, Edwin Duerr

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This book is suitable for Undergraduates and Postgraduates/MBA courses in International Marketing, Export Marketing and International Trade. This book comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a 'how to' treatment of technical export details. This 6th edition has been written in response to the continually rapid changes in international marketing and the new challenges that are arising, including increased coverage of cultural differences, logistics, supply chain management and the impact of the internet on international marketing and exports. There is increased coverage of the 2 most important emerging markets of the 21st century; China and India. New cases from companies including Dell, Unilever and Microsoft help students apply the theory.

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Editorial Review

From the Back Cover

New opportunities and challenges are arising in global marketing and exporting. Opportunities are expanding as international trade continues to grow rapidly, and e-commerce enables even the smallest businesses to find potential customers and means of distribution across the globe. Challenges are resulting from increased competition, disruptions in trade flows caused by military actions, anxiety over terrorism and global warming, and health hazards. The effects of business activity on all sectors of society, and particularly on the environment, are highly scrutinised, whilst factors including ethics, social responsibility, public policy, and company responses are an essential concern.

International Marketing and Export Management focuses on the marketing decisions and management processes involved in developing export and other types of international marketing operations. The key procedural aspects and activities required in exporting, which the manager must know, are covered. Alongside an emphasis on exporting as a marketing activity, all other modes of foreign market entry are also covered thoroughly.

New to the sixth edition

- Updated material on China and India - the most important emerging markets in the modern business world
- Increased emphasis on the critical importance of cultural differences in all aspects of exporting and international management
- Enhanced coverage of logistics and supply chain management, reflecting its great importance in marketing management
- Integrated discussion in each chapter of the effects of the continuing information revolution, including the impact of the Internet, the World Wide Web, and e-commerce
- New case studies and examples both from well-known companies, such as Dell, Unilever and Microsoft, and a number of smaller firms that are finding growing opportunities in exporting and international marketing

This book is ideally suited to

- Undergraduate and graduate students taking courses in export management or international marketing
- MBA courses and other tertiary non-university programs in export management and international marketing
- Export/international marketing practitioners seeking fresh insights into the field of international marketing

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*.

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Lillie Levine:

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