

New Challenges To International Marketing

[DOWNLOAD HERE](#)

Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring. EAN/ISBN : 9781848554696 Publisher(s): Emerald Group Format: ePub/PDF Author(s): Cavusgil, S. T. - Sinkovics, Rudolf R. - Ghauri, Pervez N.

[DOWNLOAD HERE](#)

Similar manuals:

[New Challenges To International Marketing](#)