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(czinkotm@georgetown.edu) works on International Business and Trade issues. His key textbook is International Marketing which goes into its 11 edition. Amalia Stahl is a student at Georgetown University majoring in Mathematics and Fine Arts.

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Michael R. Czinkota is an American organizational theorist and Professor at the McDonough School of Business at Georgetown University. Czinkota is the former Deputy Assistant Secretary of Commerce in the United States Department of Commerce and a former head of U.S. delegation for Organisation for Economic Co-operation and Development Industry Committee in Paris. From 1986-1987, Czinkota was a

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This second Asia Pacific edition of International Marketing continues to offer up-to-date examples from Australia, New Zealand and throughout the Asia Pacific region alongside an international perspective to provide a truly global context. The text examines the unique conditions in which businesses from this

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region operate, concentrating on the challenges that face marketers. Students are provided with a comprehensive overview of both the theory and application of international marketing, including an examination of the distinct issues that affect a range of enterprises from start-up operations to small, medium and multinational firms. The ongoing concerns of the environment and the sustainability of business are integrated throughout the text. Other important emergent areas affecting the practice of international marketing, such as corporate social responsibility and the dominance of social media and e-commerce are also discussed. To aid class discussions, short case studies are presented at the end of each chapter as well as a case for more extensive analysis at the end of each part. To encourage a learn by doing approach, additional activities for students are available from the companion website: [www.cengage.com.au/czinkota2e](http://www.cengage.com.au/czinkota2e)

Completely up-to-date for one of the most dynamic advanced-level courses today, this comprehensive book covers the entire range of international marketing topics beginning with start-up operations, continuing with new market entry considerations, and concluding with the international issues confronting giant global marketers. And unlike other books, *International Marketing, 7/e* differentiates between the smaller firms and the larger multinational firms. It provides background and solutions for the various sizes and types of firms — rather than one solution to fit all.

Thoroughly updated, the 9th edition of this bestselling

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Marketing Imperative walks readers through the entire exporting process — from beginning to end — offering a wealth of information with its comprehensive coverage of all facets of exporting, including pricing, channel management, marketing plans/strategies, financial environments, and more. An essential resource for entry- and mid-level managers involved in marketing and exporting.

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This third Asia Pacific edition of International Marketing continues to offer up-to-date examples from Australia, New Zealand and throughout the Asia Pacific region alongside an international perspective to provide a truly global context. The text examines

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the unique conditions in which businesses from this region operate, concentrating on the challenges that face marketers. Students are provided with a comprehensive overview of both the theory and application of international marketing, including an examination of the distinct issues that affect a range of enterprises from start-up operations to small, medium and multinational firms. The ongoing concerns of the environment and the sustainability of business are integrated throughout the text. Other important emergent areas affecting the practice of international marketing, such as the dominance of social media and e-commerce are also discussed. To aid class discussions, short case studies are presented at the end of each chapter as well as a case for more extensive analysis at the end of each part.

This is a local adaptation of the acclaimed International Marketing (US edition) by Michael Czinkota (Georgetown University) and Ilkka Ronkainen (Georgetown University). This adaptation combines an outstanding theoretical framework with relevant Australian, New Zealand and Asian case studies, research and examples. It highlights the issues that face marketers in the region, as well as the uniqueness of doing business in the Asia Pacific and exporting to and internationalising in other parts of the world.

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