



International Marketing: Strategy and Theory

Sak Onkvisit, John Shaw

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Marketing is a universal activity that is widely applicable, regardless of the political, social or economic systems of a particular country. However, this doesn't mean that consumers in different parts of the world should be satisfied in the same way.

The fifth edition of *International Marketing* has been written to enable managers and scholars to meet the international challenges they face every day. It provides the solid foundation required to understand the complexities of marketing on a global scale.

Fully updated, this book includes topical case studies, examples of contemporary marketing campaigns, the most relevant discussion topics and up-to-date theories, references and research findings. It is this combination of theory and practice that makes this textbook truly unique, presenting a fully rounded view of the topic rather than solely an anecdotal or descriptive one.

A companion website provides additional material for lecturers and students alike:
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