



# International Marketing: Strategy Planning, Market Entry & Implementation

*Roger Bennett, Jim Blythe*

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With business practices around the world constantly changing, marketing within the international arena is also in a constant state of change. How can marketers exploit this potential? What considerations need to be taken into account?

Meticulously researched and fully updated and restructured for this new edition, International Marketing is an established textbook, which provides invaluable information about the international marketing environment and how to operate in it. Clearly written, the book analyses the tactical, operational and strategic issues relevant to every marketer. Packed with up-to-the last minute case studies, plus regional analyses of individual world markets, this book offers the insights vital for successful planning and implementation.

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