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International Marketing (Kindle Edition) Published January 1st
2013 by Business and Economics 16th Edition, Kindle Edition, 736
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Editions of International Marketing by Philip R. Cateora
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No Frames Version Welcome to the Companion Website for International Business, 13 Global edition. Table of Contents; Site Navigation

International Business, 13 Global edition

So, as with many other elements of marketing, there is no single definition of international marketing, and there could be some confusion about where international marketing begins and global marketing ends.

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What is International Marketing?

International Marketing by Cateora, Gilly, and Graham has been a pioneer in the field of international marketing. The authors continue to set the standard in this edition with new and expanded topics that reflect the swift changes of the competitive global market, as well as increased coverage of technology's impact on the international market arena.

EBOOK: International Marketing

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International Marketing, 10th Edition Michael R. Czinkota, Ilkka A.

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