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Case Studies Published in International Text Books

Case Studies Published in International Text Books 1 International Marketing, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3e, 2010, 41 International Marketing, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3e, 2010, UK, "L'Oreal: uildin g a Global osmetic rand", A Mukund and V Sarvani

INTERNATIONAL MARKETING - dspace.oneu.edu.ua

marketing is a market concept of management of the international activity of the firm, focused on inquiries of end users of the different countries and formation of their advantages according to strategic objectives of optimization and

Chinese Economy: Issues and Policies

Lecture 1 Introduction to International Marketing 4 Key text Pervez NGhauri and Philip Cateora (2010) International Marketing', 3rd edn, Maidenhead: McGraw-Hill(ISBN-10 0-07-712285-2) We will draw heavily on this book Students are therefore advised to purchase a copy

Basics of International Marketing

is Price = [fixed cost + variable costs + overheads + marketing costs] + specified percentage of the total cost Market-based pricing When exporters are price followers rather than price setters Involves assessment of prevailing prices in International Markets and a top-down calculation is made

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International Marketing, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, 3e, 2010, UK, "FedEx Vs UPS- Competing with Contrasting Strategies in China", Vivek Gupta, Second Prize at the Eighth Regional Asia-Pacific Case Competition in Hong Kong 11

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Boston University Study Abroad London International ...

The textbook for the course is Pervez Ghauri and Philip Cateora, International Marketing: European Edition 4th Edition, McGraw Hill, 2014 The

course will follow large parts of the text and it is essential for students to purchase the book which can be obtained from the University

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EMERGING ISSUES IN THE GLOBAL MARKET

3 Naomi Jaison, Sunita (2008), " Problems and Challenges in International Market- A Case Study of Air China" IZA Discussion Paper No 1925 4 Ghauri, Pervez and Cateora, Philip, " International Marketing" 5 Jadhav, Narendra (2005), " Emerging Issues in International Scenario: Banking ...

MG/IB 355 INTERNATIONAL MARKETING MANAGEMENT: ...

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