



# International Marketing

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## **International Marketing** Rajagopal

The book caters to undergraduate and graduate students in management schools in India and most Asian and Latin American universities for core or elective paper, and will also prove useful to them as practising managers since it develops new concepts derived from managerial applications discussed in the cases. Major topics covered in the book are framework of international marketing, international business finance, environmental factors affecting international marketing, international marketing-mix, international marketing research, strategies, decisions, organizations, negotiations, modes of entry into international markets, and trade in emerging markets. It presents marketing strategies with a cross-functional approach to global business operations and is unshackled by the traditional views of competition and marketing. Amidst conceptual discussions it illustrates management situations, is application-oriented and focused on learning through experience.

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