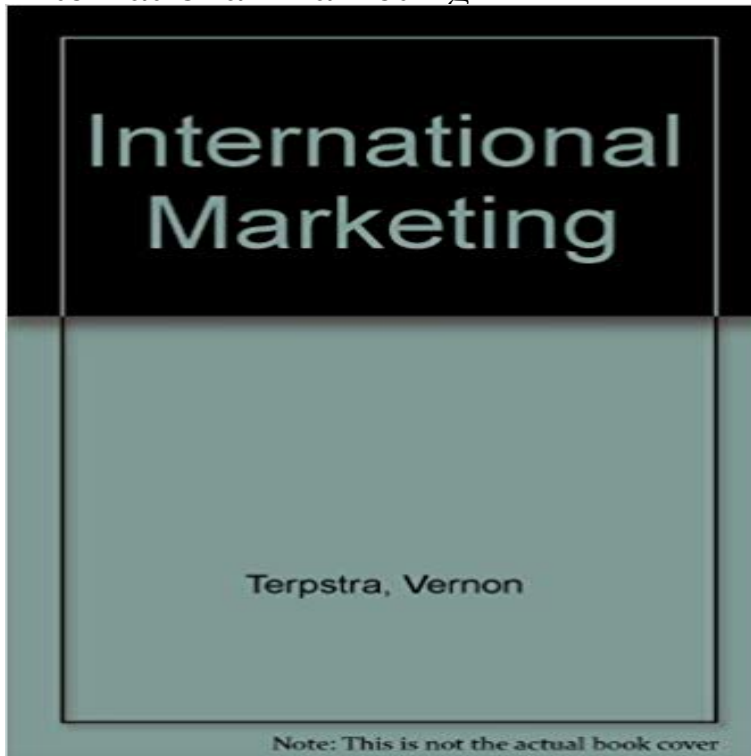


# International Marketing



Drawing on the extensive and unparalleled international marketing experience of its authors, International Marketing takes a comprehensive look at the environment, problems, and practices of today's international marketing arena. This text gives students a real-world taste of this dynamic field, preparing them for entry into the marketing workplace of the 21st century.

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