



INTERNATIONAL MARKETING AND EXPORT MANAGEMENT

Gerald Albaum - Edwin Duerr

7th Edition



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presents the manager with challenging strategic options Globalization of Business Theories and Strategies for Tomorrow s Managers addresses the above challenges It offers managers and business students strategies on how to become globally competitive in a complex international management environment Contributors to the volume offer their insights into the issues every global manager needs to understand such as the nature of the global business environment entry mode choice global strategic positioning global human resource management human rights and ethical issues The book covers general as well as specific topics including assumptions theories and practices of globalization It is expected that the book will enable business students managers and corporate leaders to avoid common drawbacks in their quest to build a successful global firm that will benefit all

Global Marketing Ilan Alon,Eugene Jaffe,Christiane Prange,Donata Vianelli,2016-11-10 Global Marketing provides students with a truly international treatment of the key principles that every marketing manager should grasp International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively in a fiercely competitive environment Alon et al provide students with everything they need to rise to the challenge Coverage of small and medium enterprises as well as multinational corporations where much of the growth in international trade and global marketing has occurred A shift toward greater consideration of services marketing as more companies move away from manufacturing A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present Chapters on social media innovation and technology teach students how to incorporate these new tools into their marketing strategy New material on sustainability ethics and corporate social responsibility key values for any modern business Short cases and examples throughout the text show students how these principles and techniques are applied in the real world Longer cases provide instructors and students with rich content for deeper analysis and discussion Covering key topics not found in competing books Global Marketing will equip students with the knowledge and confidence they need to become leading marketing managers A companion website features an instructor s manual with test questions as well as additional exercises and examples for in class use

Youth Entrepreneurship Chris Ehiobuche,Chizoba Madueke,2017-02-10 The challenges and opportunities facing the Nigerian youths demand rethinking of new ways of doing things Youth unemployment and underemployment are at a record high More than ever the Nigerian youths are in dire need of finding other avenues to explore in pursuit of life endeavors Youth employment underemployment and unemployment are serious concerns for our society civilization and the nation Ehiobuche and Madueke took a different approach to discussing and presenting a practical approach to youth entrepreneurship from the notion of a shared responsibility for the change of mindset from falling into the victims theory dimensions to intelligent ventures and resilience Their model presents insight on how a paradigm shift among the youths and the society in general from job search to business development may well lead to entrepreneurs and self productive citizens The authors hope to inspire inform and encourage today's youths to become tomorrow's entrepreneurs

leaders and good citizens Making the transition from seeking employment unemployment or underemployment to self employment entrepreneurship is the primary purpose of this book The topics include the following Conquering personal and cultural roadblocks to entrepreneurship Shifting mental and physical focus from employee to employer Avoiding common pitfalls in starting and running a sustainable small business Making the best out of being a youth The authors urge the Nigerian youths to avoid falling into a victim mentality and start their paradigm shift into the mindsets of entrepreneurs

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