



# International Marketing: Strategy and Theory

By Sak Onkvisit, John Shaw

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Marketing is a universal activity that is widely applicable, regardless of the political, social or economic systems of a particular country. However, this doesn't mean that consumers in different parts of the world should be satisfied in the same way.

The fifth edition of *International Marketing* has been written to enable managers and scholars to meet the international challenges they face every day. It provides the solid foundation required to understand the complexities of marketing on a global scale.

Fully updated, this book includes topical case studies, examples of contemporary marketing campaigns, the most relevant discussion topics and up-to-date theories, references and research findings. It is this combination of theory and practice that makes this textbook truly unique, presenting a fully rounded view of the topic rather than solely an anecdotal or descriptive one.

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## Editorial Review

### Review

#### *Praise for the last edition*

**'The authors have worked hard to update their book and have placed considerable emphasis on incorporating perspectives and examples from a wide variety of countries. I have used this book and found it to be very cohesive; students will find the text comprehensive and easy to follow.'** - *Henny Darroch, University of Otago*

**'It is very rare that a single text effectively provides a comprehensive coverage of both macro and micro issues in international marketing. These authors have done an excellent job of developing a framework that admirably integrates both these perspectives. The practical examples that effectively illustrate the concepts are impressive, as is the breadth of industries covered in the discussions and the way each chapter provides a rich collection of concepts and strategies. I would particularly applaud the extensive coverage of the cultural aspects of marketing strategies in multiple chapters. This book is a must for all aspiring managers, who want to meet international marketing challenges successfully, in a rapidly evolving business context.'** - *Durairaj Maheswaran, Stern Research Professor of Marketing, Stern School of Business*

**'This fourth edition is a comprehensive and highly readable international marketing text that will work very well in both undergraduate and graduate classes. Treatment of cutting-edge issues such as trade distortions, global branding, and pricing/financing is particularly strong. In addition, introductory chapters such as those on trade, culture, and marketing research provide students with an excellent foundation for understanding the managerial issues that follow. Finally, recent research results, coupled with current real world examples and end-of-chapter cases, provide ample material for in-class discussion. Overall, this is an excellent text that keeps getting better with each new edition.'**

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