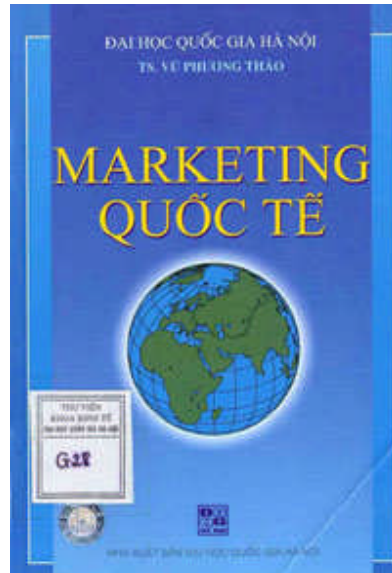


Book: International Marketing



Author: Vu Phuong Thao

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International Marketing used as a reference for teaching and studying the international marketing of Business Administration and International Business. The main content of this curriculum is the instruction for managing the activities of marketing the products in international market. This content is classified into 3 groups of issues:

1. The concept of international marketing and international marketing management

2. The instructions for making the marketing plan of the products in international market such as environmental analysis, target environment - selection and location.

3. The instructions for using the marketing-mix instruments serve for the strategy of locating the products in international market.

This curriculum can be referred in Material room, University of Economics and Business - VNU.