



International Marketing: Analysis & Strategy

Sak Onkvisit, John Shaw

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International Marketing has been written to enable both managers and scholars to meet the international challenges they face on a daily basis. It provides the solid foundation required to understand the intricacies and challenges of marketing on a global scale.

Onkvisit and Shaw's comprehensive and scholarly references provide substance and offer a solid conceptual and empirical framework to the book. With an in-depth treatment of the marketing mix serving as the core of the book, this textbook is truly unique, presenting a rounded view of the topic. This fully updated, new edition also includes:

- New chapters on social media and internet marketing
- A broad range of mini case studies and vignettes focusing on the ethical, legal and cultural dimensions of international marketing
- A compelling combination of theory and practice

This well-written, comprehensive book will serve students well on courses in international marketing, marketing management and international business.

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