



# International Marketing: A Global Perspective

*Hans Muehlbacher, Helmuth Leihs, Lee Dahringer*

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International Marketing: A Global Perspective examines the main issues facing companies that want to compete successfully in the global marketplace. It combines extensive coverage of the relevant theories with a practical approach to the issues and broadens the way business students view international markets and marketing. Using real-world case studies and vignettes centred on contemporary problems and issues, International Marketing: A Global Perspective will be ideal for undergraduates, MBA students and students following executive courses in international marketing or strategy. Unlike many US and European texts International Marketing: A Global Perspective does not look out at the international scene from just one standpoint; rather it examines the way businesses go international from a variety of different countries and continents, for instance, from Asia to Europe, Europe to North American and Latin America to the US. The new edition has been brought completely up-to-date and has a full range of ancillary material for lecturers and students.

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