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International Marketing: International marketing is the export, franchising, licensing or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another country; entry through franchising or licensing in the target country; or direct investment in a foreign country.

About This Chapter INTERNATIONAL MARKETING

This book comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a 'how to'...

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Export goods are given to international end users by domestic producers. Export management is the use of managerial process to the serviceable area of exports. It is basically associated with export activities and type of management that brings harmonization and incorporation of an export business.

Export Management, Export Management Notes, Export ...

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