



# International Marketing: Strategy and Theory

By John Shaw, Sak Onkvisit

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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 4th edition of *International Marketing* has been written to enable managers and scholars to meet the international challenges they face everyday. It provides the solid foundation required to understand the complexities of marketing on a global scale.

The book has been fully updated with topical case studies, examples of contemporary marketing campaigns, the most relevant discussion topics as well as the most 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 an anecdotal or descriptive one alone.

The book includes chapters on:

- \* Trade distortions and marketing barriers
- \* Political and legal environments
- \* Culture
- \* Consumer behaviour
- \* Marketing research
- \* Promotion and pricing strategies
- \* Currencies and foreign exchange

Accessibly written and designed, this book is the most international book on marketing available that can be used by undergraduates and postgraduates the world over. A companion website provides additional material for lecturers and students alike.

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## **Editorial Review**

### Review

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**

### About the Author

**Sak Onkvisit** is Professor of Marketing at San José State University, USA

**John Shaw** is Professor of Marketing at Providence College, USA

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