

<<国际市场营销>>

图书基本信息

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编辑推荐

在经济全球化背景下，企业经营活动的国际化日益成为一种广泛的现象，企业要想在激烈的市场竞争中博得一席之地，参与国际市场营销将成为一种必然趋势。

《国际市场营销(高等教育十二五规划教材)》(作者高杰)阐述了国际市场营销的基本理论、基础知识和操作方法，由国际市场营销概述、国际市场营销环境分析、国际市场营销战略、国际市场营销策略组合四个部分共12章内容构成，重点阐释普遍适用于各国或地区的国际市场营销分析框架，突出国际市场营销跨文化环境分析，增添了全球环境分析、区域环境分析及东道国环境分析框架和方法。

随着中国经济的快速成长以及中国经济对世界经济的影响力日益扩大。

本书强调从中国视角分析国际市场营销问题，探讨国际企业在中国市场的营销策略组合，以增强读者对中国企业国际市场营销的认识和思考。

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