



Doole, Isobel

International marketing strategy [Текст] : Analysis, Development and Implementation / Isobel Doole, Robin Lowe, Chris Phillips. – London : International thomson business press, 1994. – 508 p. – ISBN 0-415-08985-9.

This major new text explains and analyses the key strategies and techniques in international marketing from identifying and analysing opportunities to their strategic development and implementation. It combines a strong theoretical underpinning with many practical examples spread throughout the text, and it features detailed cases that integrate these concepts and illustrate their managerial implications.

The authors look at a range of industries from the service sector and consumer products to heavy industry and new technologies, across a range of countries from Europe, America, Australasia and Africa. They consider both individual consumers and business to business marketing and tackle growing issues such as ethics, culture and newly emerging markets in the international marketing environment.

This book has been carefully designed to lead the reader through the topics and is divided into three parts. Each part offers:

- learning objectives
- boxed illustrations
- discussion questions
- a specially focused issue
- cases with questions and comments
- a special focus case
- summary cases with questions and comments

Designed for students following the Chartered Institute of Marketing syllabus, this book will be

ideal for all managers taking CIM exams as well as those working on masters programmes and for final year undergraduate students of marketing and management.

Isobel Doole is Senior Lecturer in Marketing at Sheffield Business School. Robin Lowe is Senior Lecturer in Marketing, also at Sheffield Business School. The late Chris Phillips was Associate Head of the European Business Centre, Nottingham Business School and Senior Examiner of the Chartered Institute of Marketing.