

MARKETING INTERNACIONAL: Octava Edicion (Spanish Edition)

Michael Czinkota



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MARKETING INTERNACIONAL: Octava Edicion (Spanish Edition) Michael Czinkota Este libro, líder en el mercado de esta materia, combina de forma equilibrada experiencias en la investigación y en los negocios y presenta un panorama muy completo del marketing internacional, desde cómo iniciar operaciones continuando con el ingreso a nuevos mercados hasta llegar a la mejor manera de formar alianzas efectivas y a las cuestiones que enfrentan las grandes empresas globales. Se incorporan temas de actualidad y cuestiones polémicas como globalización, terrorismo, propiedad intelectual, ética y ciudadanía corporativa. Enfoque en el ambiente físico y la geografía. Atención mayor a las economías en desarrollo y en transición y énfasis en la evolución del papel de la OMC. Numerosos casos con situaciones de negocios reales.

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