

MARKETING INTERNACIONAL: Octava Edicion (Spanish Edition)

By Michael Czinkota

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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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Editorial Review

About the Author
Ilkka Ronkainen, a leading expert in the areas of international business and marketing, has served on the faculty of The McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong. He is docent of international marketing at the Helsinki School of Economics and frequently teaches executive classes in Europe, Asia, South America, as well as the United States. Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies, and governments all over the world. He is a frequent speaker on issues related to trade, trade policy, and global business strategies. His key research is in the field of export promotion and export development. He has served in the U.S. Government as Deputy Assistant Secretary of Commerce, where he was responsible for trade analysis and support of trade negotiations. He holds three honorary doctorates and advises universities around the globe. He currently serves on the faculty of The McDonough School of Business at Georgetown University.

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