



International Marketing Strategy: Analysis, Development and Implementation

Isobel Doole, Robin Lowe

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The fifth edition of this best selling text, International Marketing Strategy, has been revised and updated and, as ever, offers a perceptive, practical and up-to-date look into the ever-changing world of international marketing. All the cases and illustrations have been revised and there is much new material on emerging markets, in particular China, India and Eastern Europe. International Marketing Strategy is arranged into 3 clear parts analysis, strategy development and implementation. This tried and tested structure emphasises the importance of developing the skills, aptitude and awareness needed to make a manager successful in a global and diverse market place.

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