



International Marketing- Consuming Globally, Thinking Locally

Andrew McAuley

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International Marketing: Consuming Globally, Thinking Locally has been written for students taking a modular or one semester course in international marketing. In this book, Andrew McAuley examines key aspects of international marketing from the perspective of SMEs (small and medium sized enterprises), as well as MNCs (multinational companies). He includes numerous examples throughout the text that describe the experiences of both SMEs and MNCs. Examples and case studies are provided that illustrate situations faced by marketers in the international marketplace e.g. market entry decisions, international expansion decisions, the use of strategic alliances, dealing with distributors, and issues raised in cross cultural negotiations.

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