

# International Marketing Management SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

**International Marketing Management SOLVED NOTES EBOOK  
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## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

### **PREVIEW OF CHAPTERS SYLLABUS**

#### **International Marketing Management**

##### **UNIT I**

**International marketing management - National & International marketing - Barriers in International Marketing Management - 5 P's in International Marketing.**

##### **UNIT II**

**Managing Marketing-Defining Customer Value and Satisfaction-Retaining customer value**

**and Satisfaction - Implementing Total quality marketing-Competitive Marketing strategies.**

##### **UNIT III**

**Marketing Mix - Product Mix - Product strategies and product planning-Branding and**

**Packaging Decisions-Pricing strategies-Promotional Strategies. Distribution - Distribution strategies.**

##### **UNIT IV**

**Globalization and Global Competitiveness: Meaning - stages - Foreign market entry strategies - Pros and Cons of Globalization - Social Issues - Indicators of competitiveness- Competitive Advantage of Nations - Technology and Global competitiveness.**

##### **UNIT V**

**Information Technology: New Information Technologies - Business Process Reengineering (BPR) - E-Business; Future of International Business**

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