



## Essentials of International Marketing

By Donald L. Brady

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. This unique textbook covers all the key topics for the International Marketing course in a concise and brief manner, thereby fitting nicely into most semester-long academic programmes. The author, from his long teaching experience has organized each chapter to fit into the stipulated teaching period, taking special care about its pedagogy and language at the same time. The book has been extensively class-tested and is well-crafted to serve as a learning tool and ready reference for students. Each chapter includes an opening case vignette, learning objectives, plentiful exhibits and tables, chapter summaries, key terms and questions for discussion. The book concludes with a detailed glossary. Printed Pages: 416.



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