

EXC 3602 International Marketing

[View Online](#)

Doole, I., & Lowe, R. (n.d.-a). Factors affecting international pricing decisions. In International marketing strategy: analysis, development and implementation (5th ed, pp. 382–391). Cengage Learning.

Doole, I., & Lowe, R. (n.d.-b). International communications. In International marketing strategy: analysis, development and implementation (5th ed, pp. 305–343). Cengage Learning.

Doole, I., & Lowe, R. (n.d.-c). Problems related to international pricing: currency-related problems, risk of non-payments, and administrative problems. In International marketing strategy: analysis, development and implementation (5th ed, pp. 404–413). Cengage Learning.

Hollensen, S. (2012a). International pricing decisions. In Essentials of global marketing (2nd ed, pp. 352–365). Pearson. <http://lib.myilibrary.com/Open.aspx?id=399618>

Hollensen, S. (2012b). Organization and control of the global marketing programme. In Essentials of global marketing (2nd ed, pp. 467–499). Pearson. <http://lib.myilibrary.com/Open.aspx?id=399618>

Hollensen, S. (2014a). Export modes. In Global marketing (6th ed, pp. 347–367). Pearson. <https://www-dawsonera-com.ezproxy.library.bi.no/abstract/9780273773191/startPage/347>

Hollensen, S. (2014b). Global marketing (6th ed). Pearson. <https://www-dawsonera-com.ezproxy.library.bi.no/abstract/9780273773191>

Hollensen, S. (2014c). Hierarchical entry modes. In Global marketing (6th ed, pp. 398–418). Pearson. <https://www-dawsonera-com.ezproxy.library.bi.no/abstract/9780273773191>

Hollensen, S. (2014d). Intermediate entry modes. In Global marketing (6th ed, pp. 368–397). Pearson. <https://www-dawsonera-com.ezproxy.library.bi.no/abstract/9780273773191>

Kotabe, M., & Helsen, K. (2015a). Global branding strategies. In International marketing: international student version (6th ed). Wiley.

Kotabe, M., & Helsen, K. (2015b). Global marketing research. In International marketing: international student version (6th ed, pp. 174–204). Wiley.

Kotabe, M., & Helsen, K. (2015c). Global product policy decisions 1: developing new products for global markets. In *International marketing: international student version* (6th ed, pp. 302–325). Wiley.

Kotabe, M., & Helsen, K. (2015d). Global segmentation and positioning. In *International marketing: international student version* (6th ed, pp. 205–230). Wiley.

Kotabe, M., Mol, M. J., & Murray, J. Y. (2009). Global sourcing strategy. In *The SAGE handbook of international marketing* (pp. 288–302). Sage.

Welch, L. S., Petersen, B., & Benito, G. R. G. (2007a). Introduction to foreign market operation methods. In *Foreign operation methods: theory, analysis, strategy*. Edward Elgar. http://eu01.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3585894030002215&institutionId=2215&customerId=2200

Welch, L. S., Petersen, B., & Benito, G. R. G. (2007b). Theoretical approaches to foreign market operation methods. In *Foreign operation methods: theory, analysis, strategy* (pp. 18–50). Edward Elgar. http://eu01.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3580084160002215&institutionId=2215&customerId=2200