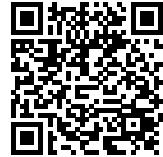


# EXC 3602 International Marketing

[View Online](#)

1.

Hollensen, S. Export modes. in Global marketing 347–367 (Pearson, 2014).

2.

Hollensen, S. Intermediate entry modes. in Global marketing 368–397 (Pearson, 2014).

3.

Hollensen, S. Hierarchical entry modes. in Global marketing 398–418 (Pearson, 2014).

4.

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

5.

Doole, I. & Lowe, R. International communications. in International marketing strategy: analysis, development and implementation 305–343 (Cengage Learning).

6.

Doole, I. & Lowe, R. Factors affecting international pricing decisions. in International marketing strategy: analysis, development and implementation 382–391 (Cengage Learning).

7.

Doole, I. & Lowe, R. Problems related to international pricing: currency-related problems, risk of non-payments, and administrative problems. in International marketing strategy: analysis, development and implementation 404–413 (Cengage Learning).

8.

Kotabe, M. & Helsen, K. Global marketing research. in International marketing: international student version 174–204 (Wiley, 2015).

9.

Kotabe, M. & Helsen, K. Global segmentation and positioning. in International marketing: international student version 205–230 (Wiley, 2015).

10.

Kotabe, M. & Helsen, K. Global product policy decisions 1: developing new products for global markets. in International marketing: international student version 302–325 (Wiley, 2015).

11.

Kotabe, M. & Helsen, K. Global branding strategies. in International marketing: international student version (Wiley, 2015).

12.

Welch, L. S., Petersen, B. & Benito, G. R. G. Introduction to foreign market operation methods. in Foreign operation methods: theory, analysis, strategy (Edward Elgar, 2007).

13.

Welch, L. S., Petersen, B. & Benito, G. R. G. Theoretical approaches to foreign market operation methods. in Foreign operation methods: theory, analysis, strategy 18–50 (Edward Elgar, 2007).

14.

Hollensen, S. International pricing decisions. in Essentials of global marketing 352–365 (Pearson, 2012).

15.

Hollensen, S. Organization and control of the global marketing programme. in Essentials of global marketing 467–499 (Pearson, 2012).

16.

Hollensen, S. Global marketing. (Pearson, 2014).