

Este libro, lider en el mercado de esta materia, combina de forma equilibrada experiencias en la investigacion y en los negocios y presenta un panorama muy completo del marketing internacional, desde como iniciar operaciones continuando con el ingreso a nuevos mercados hasta llegar a la mejor manera de formar alianzas efectivas y a las cuestiones que enfrentan las grandes empresas globales. Se incorporan temas de actualidad y cuestiones polemicas como globalizacion, terrorismo, propiedad intelectual, etica y ciudadania corporativa. Enfoque en el ambiente fisico y la geografia. Atencion mayor a las economias en desarrollo y en transicion y enfasis en la evolucion del papel de la OMC. Numerosos casos con situaciones de negocios reales.

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