



CIM Handbook of Export Marketing (Chartered Institute of Marketing)

CHRIS NOONAN

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The CIM Handbook of Export Marketing is a substantial practical guide to the problems faced by those in the field of international marketing. Readers will welcome the very hands-on approach the author uses to emphasize the practical problems faced by exporting companies when they set up overseas.

In a concise, informative and practical style, this handbook urges export marketers to be pro-active seeking foreign markets for additional sales opportunities.

The book will assist the export marketer to travel, trade and market internationally with increased confidence and a broader perspective of the scope of his or her role. It will enable non-specialist senior executives to feel competent in discussions with colleagues and subordinates who have export responsibilities.

The 'CIM Handbook of Export Marketing' offers:

- * logical and practical explanation of export market management stages
- * case studies
- * bullet point lists
- * checklists at chapter ends

Endorsed by the CIM

Essential handbook for all involved in the field of international marketing

Full of case studies, bullet point lists and checklists

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