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Australia, New  
Zealand and  
throughout the Asia  
Pacific region  
alongside an  
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**Examines** the unique conditions in which businesses from this region operate, concentrating on the challenges that face marketers. Students are provided with a comprehensive overview of both the theory and application of international marketing, including

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an examination of the distinct issues that affect a range of enterprises from start-up operations to small, medium and multinational firms. The ongoing concerns of the environment and the sustainability of business are integrated throughout the text. Other important emergent

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areas affecting the practice of international marketing, such as corporate social responsibility and the dominance of social media and e-commerce are also discussed. To aid class discussions, short case studies are presented at the end of each chapter as



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well as a case for more extensive analysis at the end of each part. To encourage a learn by doing approach, additional activities for students are available from the companion website: [www.cengage.com.au/czinkota2e](http://www.cengage.com.au/czinkota2e)

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8/e by Cravens and  
Piercy is a text and  
casebook that  
discusses the  
concepts and  
processes for gaining  
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advantage in the marketplace. The authors examine many components of a market-driven strategy, including technology, customer service, customer relationships, pricing, and the global economy. The text provides a strategic perspective and extends beyond the

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**Edition** traditional focus on managing the marketing mix. The cases demonstrate how real companies build and implement effective strategies. Author David Cravens is well known in the marketing discipline and was the recipient of the Academy of Marketing Science's Outstanding

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Marketing Educator Award. Co-author Nigel Piercy, has a particular research interest in market-led strategic change and sales management, for which he has attracted academic and practitioner acclaim in the UK and USA.

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