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International Marketing by Richard Fletcher

Dr. Richard Fletcher holds the Chair of Marketing and International Business at the University of Western Sydney. Dr. Linden Brown is Adjunct Professor of Marketing and Director of the Market Strategy and Information Technology (MSAT) Group at the University of Technology, Sydney, Australia.

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activities, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Its relevance speaks to both developed and emerging markets and spans across the private, public, and non-profit sectors.

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International marketing is simply the application of marketing principles to more than one country. However, there is a crossover between what is commonly expressed as international marketing and global marketing, which is a similar term. For the purposes of this lesson on international marketing and those that follow it, international marketing and global marketing are interchangeable.

What is International Marketing?

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond.

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