



Learning Solutions
Your Course, Your Way

International Marketing 2e

Cateora | Sullivan Mort | D'Souza | Taghian | Weerawardena

www.mhhe.com/au/cateora2e

ISBN: 97800710148830

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Subject area: International Marketing



In this era of rapid global economic growth and change, an understanding of how marketing is impacted by culture and society is vitally important.

This leading text provides a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics. Cateora helps students to see the cultural and environmental uniqueness of any nation or region. This edition provides a particular focus on the changing dynamics in the Asia Pacific region and their importance in the wider global context.

The second edition of *International Marketing* includes greater coverage of digital marketing, social and interactive marketing. For example, Sri Lankan farmers connecting to markets via mobile phones, Indonesia and intellectual property rights violations and how high fashion is harnessing the internet to become more accessible. It also benefits from increased focus on ethics and sustainability as well as more content relating to emerging markets as a direct result of market feedback.

Key features

- Asia-Pacific perspective – focused on the changing dynamics in the region and how they are important in the global context
- Increased focus on ethics and sustainability - Ethics and Sustainability boxes to highlight the increased business awareness of making socially responsible decisions
- Improved coverage of emerging and developing markets - for example China's growing advertising economy, ethical dynamics in China's transitioning economy, the tobacco industry in Central Eastern Europe and Colombia's flower industry

Additional resources

- Test bank (EZ Test Online), PowerPoint slides summarising the content of each chapter
- Instructor resource manual containing solutions and notes, Interactive map with market-related information per country
- Country Notebook – guide for developing a marketing plan, Case teaching solutions and notes
- Figures and tables library, Videos (US)

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PART FIVE: SUPPLEMENTARY MATERIAL

Country Notebook and end of book cases



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