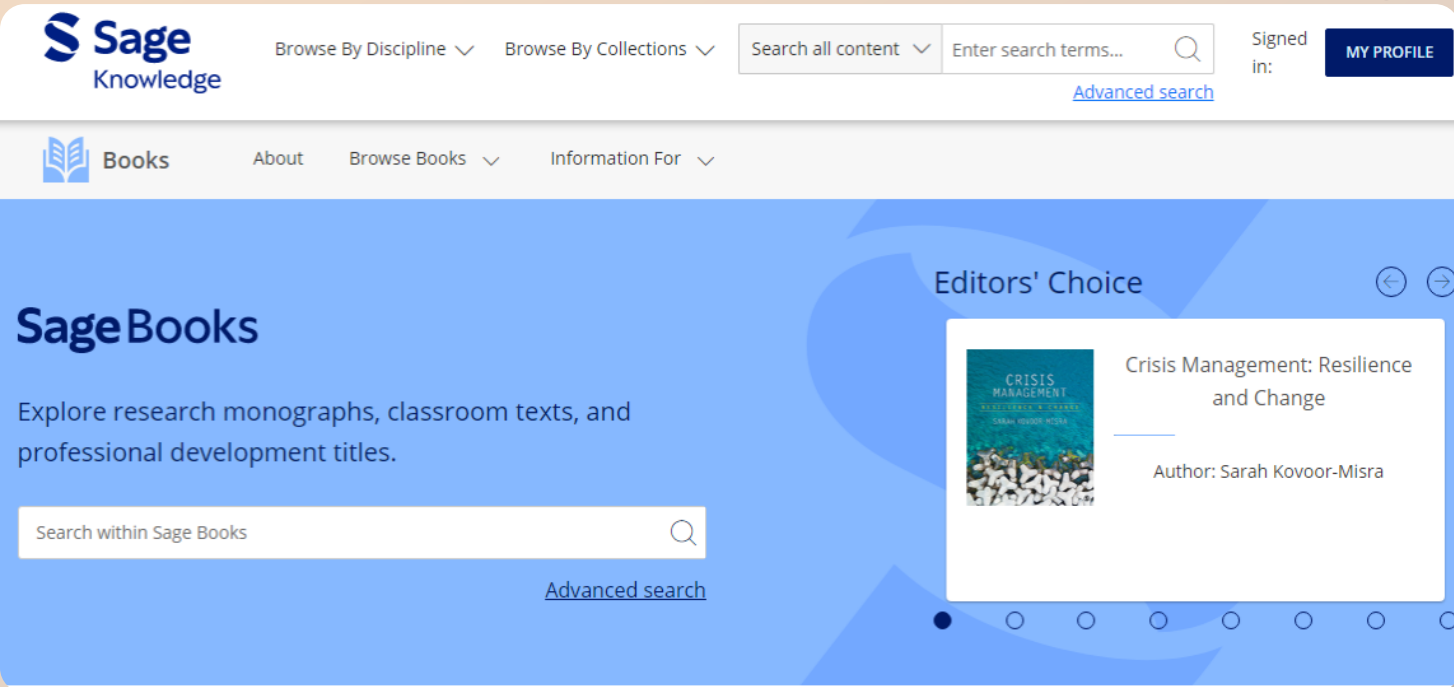


# Регистрация



The screenshot shows the Sage Knowledge website. At the top left is the Sage Knowledge logo. Navigation links include 'Browse By Discipline', 'Browse By Collections', and a search bar with 'Search all content' and 'Enter search terms...'. A 'Signed in:' button labeled 'MY PROFILE' is visible. Below the navigation is a 'Books' section with 'About', 'Browse Books', and 'Information For' links. The main content area features a 'SageBooks' banner with the text 'Explore research monographs, classroom texts, and professional development titles.' and a search bar. A featured book 'Crisis Management: Resilience and Change' by Sarah Kovoov-Misra is highlighted under 'Editors' Choice'.



I don't have a profile

With your free profile you can:

- Create your reading lists
- Save your searches
- Create search alerts

[CREATE MY PROFILE](#)




# Авторизация

Email:\*

Password:\*



 Sign in to my profile

Sign in here to access your reading lists, saved searches and alerts.

*\*Required fields*

Email:\*

Password:\*

Remember me

[SIGN IN](#)



[My Profile](#) [My Lists](#) [My Searches](#) [My Self-Assessments](#)

*\*Required fields*

First name:\*

Last name:\*

Email Address:\*

Confirm Email Address:\*

Password:\*

Confirm Password:\*



# SageBooks

Explore research monographs, classroom texts, and professional development titles.

Search within Sage Books



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Discipline

Content Type

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## Editors' Choice



Crisis Management: Resilience and Change

Author: Sarah Kovoov-Misra



Авторизация



Коллекции



Дисциплины



Расширенный поиск



Поиск



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Business & Management



Counseling &




Criminology & Criminal



Education



Geography, Earth &

 Найденные публикации

4 591 results found

for **international marketing management** | ✕

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+ Works and Sections

+ Publication Date

APPLY FILTER


showing 1-20 results

SAVE SEARCH

EDIT SEARCH


Results per page: 20 ▾


Sort by

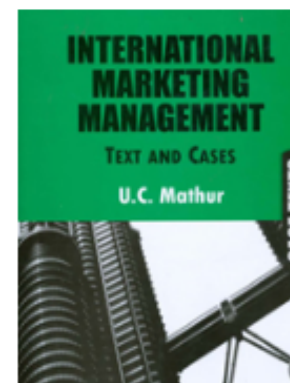
 Доступность контента →


 Тип контента →

 Дисциплины →

 Тип издания →

 Год издания →



 Books

[International Marketing Management:](#)

Author: [U.C. Mathur](#)

Publisher: [SAGE Publications India Pvt Ltd](#)

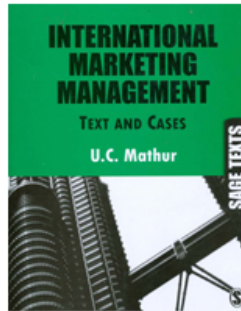
Original publication date: 2008

Summary:



Books

Add to list



# International Marketing Management: Text and Cases

By: [U.C. Mathur](#)

Publisher: SAGE Publications India Pvt Ltd

Publication year: 2008 | Online pub date: June 19, 2012

Discipline: [Business & Management](#)

Subject: [International Marketing](#)

DOI: <https://doi.org/10.4135/9788132108436>

Keywords: [customers](#), [firms](#), [host country](#), [international...](#)

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Summary

Contents

Subject index

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- [Copyright](#)
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- [List of Figures](#)
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Cite



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Основные сведения



Поиск по тексту




Инструменты

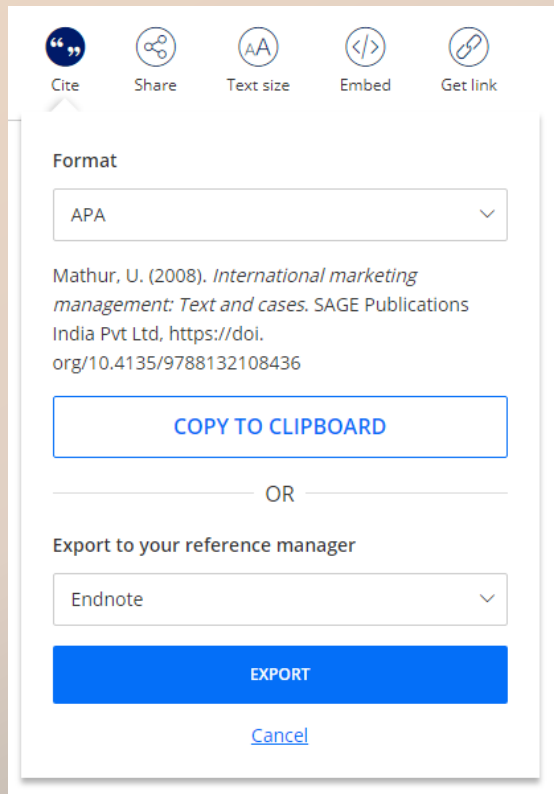


Содержание



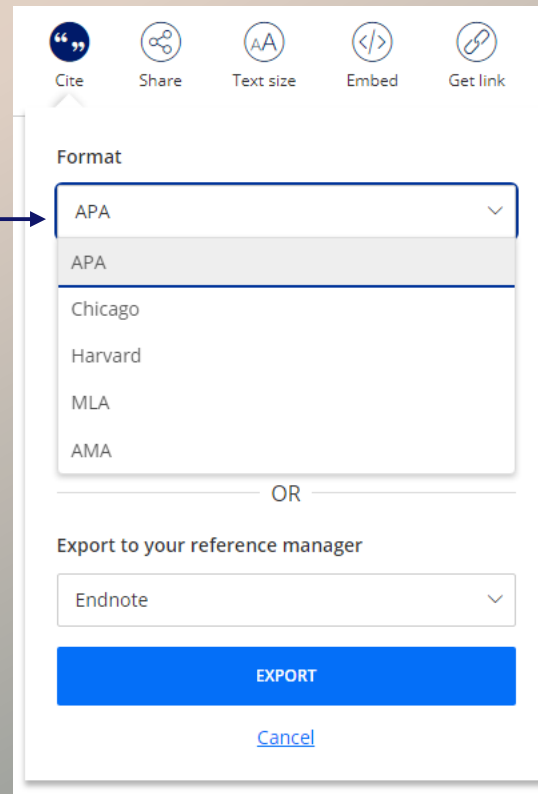
# Работа с библиографическим описанием

Цитирование 




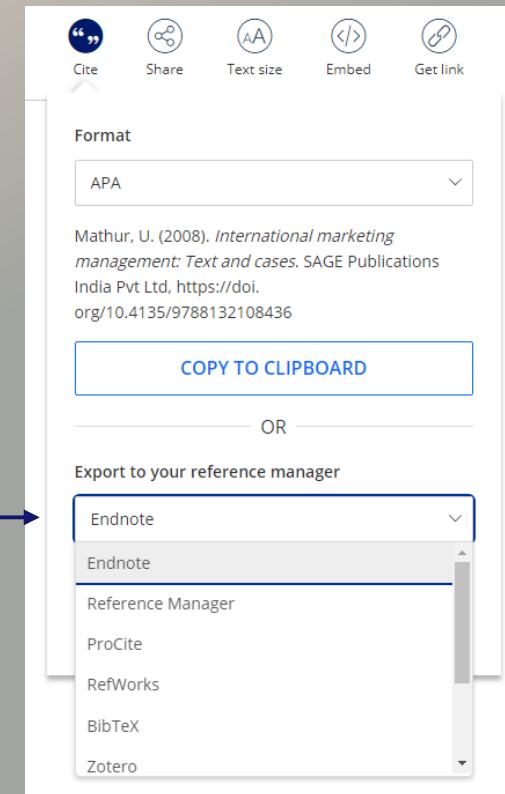
The screenshot shows the top navigation bar with icons for Cite, Share, Text size, Embed, and Get link. The 'Cite' icon is highlighted with a blue background. Below the navigation bar, the 'Format' dropdown is set to 'APA'. The citation text is: Mathur, U. (2008). *International marketing management: Text and cases*. SAGE Publications India Pvt Ltd, <https://doi.org/10.4135/9788132108436>. A blue 'COPY TO CLIPBOARD' button is visible. Below this, an 'OR' separator is present. Under 'Export to your reference manager', the 'Endnote' option is selected in the dropdown. A blue 'EXPORT' button and a 'Cancel' link are at the bottom.

Выбор формата 



The screenshot shows the 'Format' dropdown menu open, displaying a list of citation styles: APA (highlighted), Chicago, Harvard, MLA, and AMA. The rest of the interface, including the citation text and the 'EXPORT' button, is visible in the background.

Выбор библиографического менеджера 



The screenshot shows the 'Export to your reference manager' dropdown menu open, displaying a list of reference managers: Endnote (highlighted), Reference Manager, ProCite, RefWorks, BibTeX, and Zotero. The rest of the interface, including the citation text and the 'COPY TO CLIPBOARD' button, is visible in the background.