



# International Marketing: Strategy Planning, Market Entry & Implementation

By Roger Bennett, Jim Blythe

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**International Marketing: Strategy Planning, Market Entry & Implementation** By Roger Bennett, Jim Blythe **Bibliography**

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### **Editorial Review**

From the Back Cover

This book provides invaluable information for marketers wanting to maximize their impact abroad. It analyzes the tactical, operational and strategic issues relevant to every marketer.

About the Author

Dr Roger Bennett is a researcher and practitioner in the European and international business field. A professor in the Department of Business at the London Metropolitan University, he has also published several books.

Jim Blythe is a Reader in Marketing at Glamorgan Business School, University of Glamorgan, and is also the author of several books.

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