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#### **About This Chapter INTERNATIONAL MARKETING**

International Marketing: International marketing is the export, franchising, licensing or full direct entry of a marketing organization into another country This can be achieved by exporting a company's product into another country; entry through franchising or licensing in the target country; or direct investment in a foreign country

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Beyond the basics of international strategy and entrepreneurship, students will be exposed to international human resource management so that they can better understand the global war for talent They will also develop good fundamental knowledge of international research and development, marketing, distribution, finance, and accounting Features

**Kevin hassan Baalbaki - Pearson Middle East AWE**

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