



The Export Marketing Imperative

By Michael R. Czinkota, Ilkka A. Ronkainen, Marta Ortiz-Buonafina

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Increasing competition and mounting pressure to boost revenues leave limited growth options for some companies, prompting many to turn a hopeful eye toward international markets. A must-read for anyone interested in breaking into global markets, *The Export Marketing Imperative* walks readers through the entire exporting process - from beginning to end - offering a wealth of information with its comprehensive coverage of all facets of exporting, including pricing, channel management, marketing plans/strategies, financial environments, and more. An essential resource for entry- and mid-level managers involved in marketing and exporting.

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The Export Marketing Imperative By Michael R. Czinkota, Ilkka A. Ronkainen, Marta Ortiz-Buonafina **Bibliography**

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Editorial Review

Review

"In the complex global business environment, obtaining the necessary tools and expertise to compete as a U.S. exporter can be a daunting task. The Export Imperative serves as a vital resource for medium sized U.S. exporters seeking to expand markets and provides valuable insight into export finance."

"As one who trains thousands of executives each year about the complex world of trade finance, I find The Export Marketing Imperative to be a valuable resource for businesses seeking to compete successfully in today's world marketplace. This book provides a wide range of vital information for both novice exporters and veteran globalists."

"Extraordinary changes in global commerce are rapidly creating large opportunities--and equally large challenges. Dr. Czinkota's latest book, Export Marketing Imperative, provides brilliant and original insights that allow the committed international business executive to take much greater--and quicker--advantage of these looming opportunities. Profits, strategic advantage, and superior results await those who apply the superb lessons of this book."

"The Export Marketing Imperative imparts to the readers the importance of global trade, the methods of exporting, the pitfalls international businesses can face, the successful paths through which to export and far more. It is clear, concise, readable. It is a great quick reference checklist of all the areas an exporter needs."

"The Export Marketing Imperative is a valuable package for those interested in planning and managing exports. It covers well all the relevant facets of exports, yet in a very easy-to-read and to-the-point manner. A highly recommendable book."

About the Author

Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies and governments all over the world. He is a frequent speaker on issues related to trade, trade policy and global business strategies. He has served in the U.S. Government as Deputy Assistant Secretary of Commerce, where he was responsible for trade analysis, support of trade negotiations and retaliatory actions, and policy coordination for international finance, investment, and monetary affairs. He currently serves on the faculty of The McDonough School of Business at Georgetown University.

Ilkka Ronkainen, a leading expert in the areas of international business and marketing, has served on the faculty of The McDonough School of Business at Georgetown University for the past 20 years. In addition, he is the Director of the School of Business program in Hong Kong. He is docent of international marketing at the Helsinki School of Economics and frequently teaches executive classes in Europe, Asia, South America as well as the United States.

Marta Ortiz-Buonafina, a Fulbright Teaching Scholar, was a member of the Marketing faculty at Florida International University for 23 years until her retirement at the end of 2003. She is the author of many articles on the export behavior of the firm. She is author of Profitable Export Marketing: A Strategy for U.S. Business and co-author (with Dr. Jerry Haar) of Import Marketing.

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