



Export Marketing Strategy: Tactics and Skills That Work

Shaoming Zou, Daekwon Kim, Tamer Cavusgil

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Exporting is the oldest foreign market entry strategy and still one of the most popular strategies in reaching foreign markets. Since it is the least resource-demanding foreign market entry strategy, reaching foreign markets through exporting is often the most preferred internationalization strategy for firms with limited international experience or resources. Nevertheless, successful export marketing still requires a comprehensive understanding of cross-border transactions, partnering with intermediaries, and product/service introduction in foreign markets. This book offers the essential knowledge required for successful export marketing. It addresses such fundamentals as internal assessment of capabilities to engage in international business as well as more advanced topics such as international logistics, product adaptation, export pricing and payments, and local promotion. To assist the export practitioner, we also provide a discussion of regulatory and support agencies engaged in international business transactions.

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