



Export Practice and Management (Paperback)

By Alan E Branch

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Export Practice and Management is the third edition of Alan Branch s Elements of Export Practice . The new title reflects the increased emphasis on management and strategy, a re-orientation which is seen to be appropriate in this period of unprecedented change in the international trade industry. This edition covers current developments, including multi-modalism, the Single European Market, implications of the new Eastern European market, export finance, containerization, Electronic Data Interchange and international distribution strategy. This book should be of interest to undergraduate students of export management, shipping, commerce, international trade and marketing; also students taking relevant professional exams and practising managers. An ELBS/LPBB edition is available.



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