

### **management of export marketing pdf**

â€œExport marketing includes the management of marketing activities for products which cross the national boundaries of a countryâ€•. 2) â€œExport marketing means marketing of goods and services beyond the national boundariesâ€•. 1.3 FEATURES OF EXPORT MARKETING The main important features of export marketing are as follows.

### **INTRODUCTION TO EXPORT MARKETING I (Meaning and importance**

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