



Entry Strategies for International Markets

By Franklin R. Root



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Sage Advice on Going Global

Root's perspective is extremely insightful, and clearly the work of one who knows his topics from personal experience. It encapsulates what some of us have taken decades to learn through trial and error.

--**Larry D. Bouts**, president, International Division, Toys-R-Us, Inc.

The North American Free Trade Agreement, the new European common market, and the opening of Eastern Europe--among other recent geopolitical developments--have created unprecedented opportunities for American companies seeking to enter foreign markets. This guide offers executives practical advice, recently updated and expanded, on deciding which markets to enter, choosing a product for international distribution, designing an entry strategy, and developing an effective international marketing plan.

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Editorial Review

From the Back Cover

Praise for *Entry Strategies for International Markets, Revised and Expanded*

"To a generation of students and readers, Franklin Root has been known as the leading authority on the international entry strategies of companies. His new edition represents the latest word on an evolving and complex subject. Professor Root offers recent examples of company practices and greater detail on the complexities of global integration. Both practitioners and academics will find a wealth of useful information and valuable insights."

—**FAROK J. CONTRACTOR**, Rutgers University

"Breakthrough advice for international executives. Loaded with useful examples. Must reading."

—**DAVIDA. HEENAN**, President and CEO, Thea. H. Davies & Co., Ltd.

About the Author

FRANKLIN R. ROOT is professor emeritus of international management at the University of Pennsylvania's Wharton School of Business and past president of the Academy of International Business and of the International Trade and Finance Association. He also does extensive consulting work for businesses and government agencies throughout the United States and around the world.

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