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helps define a nation's mission – How it perceives its neighbors – How it perceives itself – Its place in the world • Insights into history are important for understanding current attitudes • It is necessary to study culture as it is now as well as to understand culture as it was – A country's history 3 Roy Philip

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15th edition of the International PMI Poland Chapter Congress

Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 18th edition of International Marketing with their well-rounded

perspective of international markets that encompass history, geography, language, and religion as well as economics, which helps students see the cultural and environmental uniqueness of any nation or region.

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