



# International Marketing Strategy: Analysis, Development and Implementation

By Isobel Doole, Robin Lowe

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#### **About the Author**

Isobel Doole is Professor of International Marketing at Sheffield Hallam University and a Senior Examiner on the Post Graduate Professional Diploma of The Chartered Institute of Marketing. She is Head of the Research Centre for Individual and Organisational Development at the university and has considerable experience at a senior level working across a number of industries with international and UK companies in the field of international marketing and strategic marketing decision making.

Robin Lowe is a Principal Lecturer in International Marketing at Sheffield Hallam University, a Visiting Faculty Member of the University of Porto, Portugal and is an examiner on the Post Graduate Professional Diploma of the Chartered Institute of Marketing. He has considerable business and education experience holding senior positions in industry and in the university. He has carried out research, consultancy and training in the field of international marketing and strategic marketing decision making in the US, Europe and the Middle East.

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