The Research Handbook on Export Marketing profiles the main theoretical frameworks used in export marketing, the contingency approach; the eclectic paradigm; industrial organization approach; resource-based view and relational exchange theory. Through the exploration of these salient theoretical outlooks, this Handbook outlines the development of export marketing theory from its inception to current day.

‘The Research Handbook on Export Marketing provides a wealth of vital knowledge from scholars who are experts in their fields from around the world. The book emphasizes the most topical issues in international marketing today – small and medium enterprises, exporting performance, the services sector, new products, and dynamic capabilities. The articles are well written and informative. The volume makes an excellent contribution to this important literature.’

– Gary Knight, Willamette University, US