

SENT TO LSU AGCENTER/LOUISIANA FOREST PRODUCTS DEVELOPMENT CENTER - FOREST SECTOR / FORESTY PRODUCTS INTEREST GROUP

## New Book on International Marketing for Forest Products Firms Published

September 25, 2020

### International



Dr. Bob Smith from the Department of Sustainable Biomaterials at Virginia Tech recently co-authored a book titled ***International Marketing Practices for Small to Medium Sized Forest Products Firms***. with Dr. Omar Espinoza and Ms. Anna Pitti from the University of Minnesota. The book was written to assist forest products companies entering international markets or to train personnel who may be new to international marketing.

The authors state, “There has been never a better opportunity for small to medium sized forest products firms to expand into international markets. Social media and improved distribution methods now allow smaller companies to compete directly with larger firms across the world in the global marketplace.”

The objective of this guide is to provide small and medium sized forest products businesses with easy-to-use information on how to systematically think about factors critical to a successful overseas operation and outline an applicable marketing strategy to enter international markets.

***International Marketing Practices for Small to Medium Sized Forest Products Firms*** is available for **free download**:

[Download Book Here](#)

Limited hard copies available. Please contact Bob Smith at [rsmith4@vt.edu](mailto:rsmith4@vt.edu) to order.



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