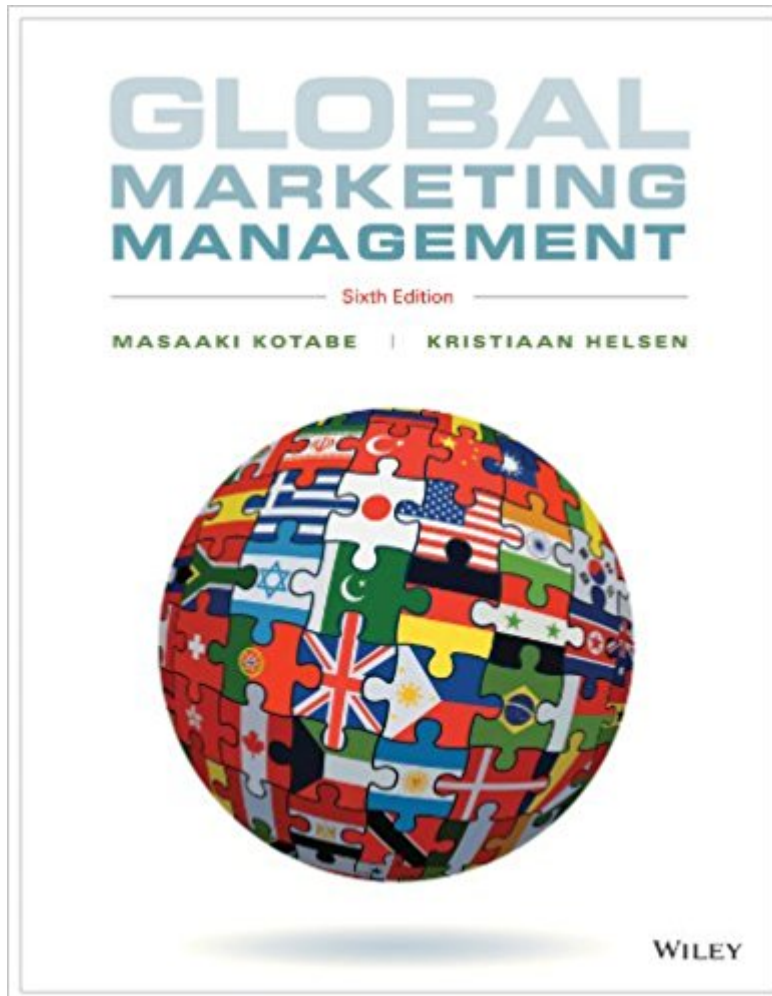




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Global Marketing Management



Synopsis

Get the Global Edge in Marketing "The conceptual framework developed in this book will facilitate an in-depth study of international marketing issues. . well-thought out and structured analysis of several important concepts. A comprehensive set of tools are presented so that students can analyze and understand the global marketplace. The examples are application oriented and focus on interesting business practices. Country coverage is extensive. The global perspectives inserts are a major strength of the book. It provides unique and novel insights on the strategies of multinational corporations in a wide range of situations and countries." - D. Maheswaran, New York University "This text definitely portrays modern teaching concepts in global marketing - much more holistic examination of the marketing function." - Hildy Teegen, The George Washington University "It is truly global, comprehensive, and cross-functional. Extensive coverage of sourcing strategy, GATT/WTO/FTAs, and culture's role across all elements add new dimensions. The increased coverage of segmentation has long been overdue in this field and is well-handled in this text. The work is current, up-to-date, and portrays modern teaching concepts in global marketing. Many of the examples are unique to this text and serve as refreshing changes from the tired war stories that often appear again and again elsewhere." - Scott Swan, The College of William & Mary "The authors' tone and style shall appeal to our students. They write in a clear and comprehensive style. . The authors have researched well and presented appropriate and interesting examples to illustrate the text. The cases cover extensive geographical areas; functional areas such as product, pricing, promotion and advertising, technology, retailing, etc. add to the students' learning experience." - K.C. Dhawan, Concordia University/Montreal

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Customer Reviews

It reads very easily, and the concepts are easily understandable. The information is well-rounded, covering all aspects of business and how they relate to global marketing. This textbook was required reading for a graduate global marketing course.

Really bad condition. There is writing all over it and also the highlighting does not make since so it is hard to read. The cover paper and is ripped, about to fall off.

The book was a little tore up when I got it and there was quite a bit of highlighted material. I was expecting a less beaten book, but it worked just fine.

great book I actually kept it just for reference.

It's a textbook...pure and simple. There isn't anything too exciting and it isn't made for reading cover to cover. It does bold key terms but there is no glossary. The index is easy to use.

Great insight and content. Strong information, concepts and backing. Not formatted well for a textbook, not easy to read quickly.

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