

Global Marketing Th Edition Ebook Warren J Keegan Mark Green

TRY (FREE for 14 days), OR RENT this title: www.wileystudentchoice.com The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral." Suitable for all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

This textbook sets out the context, techniques and strategies involved in successful international marketing. It breaks down the area into three main parts: analysis - including trading environment, market considerations, research and opportunities; development - including planning, standardization, entry strategies; and implementation - including product strategy, international communication, distribution, pricing, challenges. It takes material from around the world, including Europe, Australia, Pacific Rim and USA, covering consumer and business to business, manufacturing and services. With short case illustrations, longer integrated cases, summaries and discussion points, undergraduate students should find this easy to use both as a course book and for revision reference. Following the new syllabus of the international marketing section of CIM qualifications, this should also serve as reading for any student undertaking these examinations.

Providing coverage of the issues which define marketing in the world today, this title covers long-standing topics, integrates and draws on new and existing theoretical insights from other management disciplines including services marketing, knowledge management, relationship marketing, e-commerce and e-business and corporate social responsibility.

Marketing Management: A Relationship Approach, Third Edition, takes the unique and innovative approach of linking relationship marketing to the traditional market planning models that are used by most marketers today. As globalisation progresses, the need for creating and maintaining off-line and on-line relationships with the company's customers, suppliers, stakeholders and personnel has become increasingly vital in today's business environment. Now in its third edition, this best-selling text bridges the gap between relationship marketing and traditional marketing, integrating this approach with the process of developing effective marketing plans. Drawing on a varied and extensive range of

international examples, Hollensen demonstrates how companies such as Zalando, Spotify, Bosch and Hunter Boots make use of relationship marketing theory in order to gain competitive advantage. New to this edition: Focus on hot topics such as customer value creation & value capture, experiential marketing, on-line business models, smartphone marketing and social media marketing, plus a chapter on corporate social responsibility, ensure coverage of the latest and most relevant issues in marketing management. New case studies in every chapter plus video cases, available on the Companion Website at www.pearsoned.co.uk/hollensen, and linked to each part of the book bring the subject matter vividly to life. Striking colour design adds visual interest and helps to illustrate and emphasize key points and concepts. Marketing Management: A Relationship Approach is invaluable reading for undergraduates studying marketing management in their final year or at postgraduate level and to practitioners and those studying for professional qualifications in marketing management. About the author Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organisations. His other Pearson Education books include – among others – Global Marketing, Sixth Edition, also published in 2014.

"Albaum, Duerr and Strandkov offer a unique focus on export management. The comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non-academic sources. The balance between theory and practice is just right. I highly recommend this text." Geraldine Cohen, Lecturer, School of Business and Marketing, Brunel University Looking to learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation? With changing opportunities and challenges in the global environment, "International Marketing and Export Management 5th edition "provides the most comprehensive and up-to-date coverage on the topic. "In my opinion Albaum, Duerr and Strandkov have written an excellent text book on the subject of International Marketing and students will find it both readable and extremely informative." David Demick, Senior Lecturer, School of Marketing, Entrepreneurship and Strategy, University of Ulster Geared to both undergraduate and postgraduate courses on International Marketing or Export Marketing/International Trade, this book can also be used as a supplementary text on International Business courses and as a useful source of reference to even the most experienced of practitioners. New to this edition! In response to recent global developments, the authors have increased emphasis on the following: the impact of the Internet, World Wide Web, and e-commerce the increasing use of specialized software to assist in managing marketing functions, increasing efficiency in logistics, and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from China's rapid, export-led growth and from its entry into the World Trade Organization the growing

concerns with respect to social responsibility, and the costs of failure to meet societal expectations. Visit www.booksites.net/albaum to access valuable teaching tools, including an Instructor's Manual and Power Point Slides. Gerald Albaum is Research Professor at the Robert O. Anderson Schools of Management, University of New Mexico and Professor Emeritus of Marketing at the University of Oregon, USA. He is also Senior Research Fellow at the IC2 Institute, University of Texas, Austin, USA. He has been a visiting professor and scholar at universities in Canada, Denmark, New Zealand, Australia, Turkey, France, Finland and Hong Kong. Edwin Duerr is a Professor Emeritus of International Business at San Francisco State University, USA. He has been a visiting professor at universities in Japan, Brazil, Germany, Denmark, Sweden and the Netherlands and has extensive consulting business around the globe. Duerr is also Senior Editor of "The" "Journal of International Business and Economy," Jesper Strandskov is a Professor of International Business at Aarhus School of Business, Denmark. He has been visiting professor at universities in the USA and Australia. He also acts as an international business consultant to several business companies and public institutions. Revised edition of the authors' Global marketing, 2015.

Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a strategic approach, recognizing the need to address both the forces of globalization and those of localization. Key updates include: Extensive real-life examples and cases from developed and emerging markets, including Africa, Latin America, and the Middle East; New topics such as digital distribution options, the participation of customers, and the rise of social media, including Twitter, Facebook, and TikTok; Updated exploration of often overlooked topics, such as China's state-owned enterprises, the importance of diasporas as target markets, the threat of transnational criminal organizations to legitimate marketers, and new tensions among trading partners; A stronger recognition of the need for a growth mindset, value orientation, and innovation. Written in a student-friendly style, this fully updated new edition continues to be the textbook of choice for students of global marketing.

What is Global Marketing for Small Business? will show you new global marketing strategies, low cost website translation & Multilingual Search Engine Optimization (MSEO) techniques, how to handle international payments & taxation, how to make free international phone calls, how to handle international shipping, find international partners, set up a Virtual Franchising™ business model and more!

International Marketing, Third Asia-Pacific edition, has been updated to reflect contemporary developments and examples in international marketing. The text retains the strengths of the original Global Marketing Management text by Masaaki Kotabe and

Kristiaan Helsen, and is presented in an engaging and accessible style. International Marketing, Third Asia-Pacific edition, aims to help Australasian students understand contemporary international marketing activities and issues in an increasingly competitive marketplace.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The leading MBA text in international marketing—with comprehensive cases. This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing.

This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized Masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures, managing the relationship between national subsidiaries, regional headquarters and global headquarters, as well as corporate social responsibility challenges, and pertinent future trends that are likely to affect global business.

The globalization of companies is the involvement of customers, producers, suppliers, and other stakeholders in the global marketing process. Global marketing therefore reflects the trend of firms selling products and services across many countries. Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. This book offers a truly global approach with cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America. It provides a complete and concentrated overview of the total international marketing planning process, along with many new, up-to-date exhibits and cases, which illustrate the theory by showing practical applications. Extensive coverage of hot topics such as glocalization, born globals, value creation, value net, celebrity branding, brand piracy, and viral marketing, as well as a comprehensive new section on integrated marketing communication through social networking. Brand new case studies focus on globally recognized brands and companies operating in a number of countries, including Build-A-Bear Workshop, Hello Kitty, Ralph Lauren and Sony Music Entertainment. Video cases featuring firms such as Nivea, Reebok, Starbucks, Hasbro and McDonald's accompany every chapter and are available at www.pearsoned.co.uk/hollensen. Real-world examples and exhibits enliven the text and enable the reader to relate to marketing models.

For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online

homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

Global Marketing Management, Eighth Edition, presents the latest developments in global marketing within the context of the whole organization, making internal and external connections where appropriate for a deeper understanding of global business from a managerial point of view.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

For courses in global marketing. Marketing Research: The Fundamentals The Eighth Edition of Marketing Research continues to provide students with a “nuts and bolts” introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyze market data. This new edition has been condensed and reorganized for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world--and their future careers. All information has been updated to offer the most current insights on forces shaping marketing research, such as the impact of social media and mobile technologies.

The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. In this era of increased globalisation, if there's one textbook that today's students and tomorrow's marketers need to read, it's Svend Hollensen's world renowned text. For over fifteen years Global Marketing has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world. Global Marketing continues to be the most up-to-date and thorough text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. This edition expands on a number of new topics, including: shared economy solutions, social media, e-services and smartwatch app marketing, as well as many more. It is ideal for undergraduate and postgraduate students studying international marketing, and for any practitioners who want to take their global

marketing strategies to the next level.

Marketing for Hospitality and Tourism, 8e is the definitive source for hospitality marketing courses. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the most frequent adoption for the course. Developed with extensive student and professor reviews, this edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments.

This is the second edition of the Global Marketing Management System (GMMS). The GMMS approach (GMMS book + GMMSO4 software) provides a rigorous theoretical base and a comprehensive, systematic and integrative planning process designed to guide students and managers alike through the decision-making process of a company seeking global market opportunities. The book aims to provide a structure, platform, tools and a systematic step-by-step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation. It introduces the GMMS process as a demonstration of a successful application of using web-based tools in teaching international business. The book also facilitates the ability of students to enhance their understanding of decision making in international management and bridge the gap between theory and practice. More about GMMSO GMMSO4 Student User Guide (2 MB) What is GMMS? For Professors (2 MB) What is GMMS? For Consultants and SMEs (2 MB) Contents: The Global Marketing Management

System: Introduction: Globalization and the Need for a Global Business Education Project-based Learning and GMMSO Understanding the Firm's Strategic Position: Information Scanning Performing a Firm Level Strategic Analysis Summary The Search for Global Markets: The Decision Making Process Preliminary Screening of Markets The Process of Screening Countries Using Three Separate Screening Matrices Performing an in-Depth Market Analysis of the Two Best Markets Market and Company Sales Potential Analyzing Market/Country Specific Competitive Analysis Identification of Country-entry Conditions for the Firm Analysis of Financial and Market Entry Conditions Creating an Entry Strategy into a Selected Market: Selecting an Entry Mode into the Target Market The Business Environment of the Selected Market Creating a Marketing Plan with Its Firm Specific Goals and Objectives Developing a Product Strategy Developing a Pricing Strategy Creation of a Promotional Strategy Developing of a Distribution Strategy Creation of a Financial Strategy Creating the Organizational Structure for the New Market Understanding Exit Strategy and Scenarios Summary The GMMSO4 Software System: GMMSO4: What Is GMMSO? Bridge the Gap Benefits Background to the Development of the Online Version of the GMMS Method Learning Outcomes Case Study: Lafkiotis Winery Entry into United States: A Report Created by Using the GMMSO4 System Lafkiotis Winery's Strategic Analysis The Search for Global Market Entry Strategy into the US Market Readership: Students, instructors, researchers and professionals working in the fields of marketing management, global strategy and international business.

Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically and apply

tools and techniques creatively in order to respond decisively within a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred; A shift toward greater consideration of services marketing as more companies move away from manufacturing; A shift from developed markets to emerging markets with more dynamic environments A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present; Chapters on social media, innovation, and technology teaching students how to incorporate these new tools into their marketing strategy; New material on sustainability, ethics, and corporate social responsibility; key values for any modern business; Short and long cases and examples throughout the text show students how these principles and techniques are applied in the real world; Covering key topics not found in competing books, Global Marketing will equip today's students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

For undergraduate and graduate Marketing Management courses. Go beyond the basic concepts with a strategic focus and integration of IT and global perspectives. Marketing Management reflects the dynamic environment inhabited by today's marketers, helping readers understand this increasingly global marketplace and the impact of technology on making strategic marketing decisions. Its modern, strategy-based approach covers critical, fundamental topics required for professional success. The fourth edition features Ravi Dahr of Yale University—one of the world's leading scholars in behavioral decision-making—as a new coauthor.

"Globalization is the growing interdependence of national economies - involving primarily customers, producers, suppliers and governments in different markets. Global marketing therefore reflects the trend of firms selling and distributing products and services in many countries around the world"--

There are many books on the market that discuss the Toyota Production System but few that insightfully analyze its marketing strategy. Authored by former Toyota marketing executives, this is the first book of its kind to detail how Toyota's thinking habits go beyond the shop floor and influence and guide Toyota's marketing function. Toyota has expanded from a venture enterprise to one of the biggest global enterprises because of its innovative mindset (Toyota thinking habits) using Breakthrough Thinking, which supports a new philosophical approach to problem solving, turning 180 degrees away from conventional thinking. Written by Toyota's former executive managing director and founder of Breakthrough Thinking, Toyota's Global Marketing Strategy: Innovation through Breakthrough Thinking and Kaizen: Explores Toyota's "Breakthrough Thinking" Examines how Toyota conducts information gathering. Illustrates how Toyota builds and maintains its unique business culture Shows how Toyota "goes to the customer" and comprehensively studies how customers use their products Reveals Toyota's cars have become some of the biggest selling models in the USA The authors of this book explore Toyota thinking habits as well as Toyota's global marketing

strategy, which, since the 1980s, has been expanding exponentially. The reader will understand the importance of thinking habits in the workplace and will know how to apply them using Toyota as the prime case study.

Packed with cultural, company, and country examples, this book offers a mix of theory and practical applications covering globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications. The author helps define cross cultural segments to better target consumers across cultures and features content on how culture affects strategic issues, such as the company's mission statement, brand positioning strategy, and marketing communications strategy. It also demonstrates the centrality of value paradoxes to cross cultural marketing communications, and uses the Hofstede model or other cultural models to help readers see why strategies based on cultural relationships in one country cannot be extended to other countries without adjustments. Updates to the new edition include: Up-to-date research on new topics, including: culture and the media, culture and the Internet, and a more profound comparison of the different cultural models. Includes discussion of how Covid-19 has impacted globalization. More examples from major regions and countries from around the world. Broader background theory on how people use social media and extensive coverage of consumer behavior A range of online instructor resources complement the book, including downloadable advertising images from the book, chapter-specific questions and key points, and video examples of advertising from around the world.

Essentials of Global Marketing offers a concise and manageable approach to the subject. The accessible structure takes the reader through the entire international marketing planning process, and fundamental concepts are illuminated by examples from a wide range of companies, small and large, from around the world.

This new textbook introduces students to the essential concepts, theories and perspectives of Global Marketing and these are supported by real-world case studies from North America, Europe and the emerging markets of China, India and Latin America. These emerging markets are given balanced coverage alongside developed markets and the text also includes a dedicated chapter on emerging markets multinationals. Practical in its orientation, the text equips students with the tools needed to make strategic marketing decisions and find solutions in a global business environment. Key features include: A full-colour text design with photos to help bring the content to life and enhance students' learning 'Spotlight on Research' and 'Expand Your Knowledge', introducing students to some of the seminal scholarly research undertaken in the field 'Real World Challenges' offering additional engaging practice-led examples to Case Studies in chapters and providing a scenario for students to analyse and reflect upon via questions A companion website (<https://study.sagepub.com/farrell>) offering a range of instructor and student support materials including PowerPoint slides, a testbank for instructors and quizzes for students

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students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams--resulting in better performance in the course--and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience--for you and your students. Here's how: Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Bring Global Marketing to Life with Real-World Examples: The cases in this text were written to encourage student interest and learning, stimulate class discussion, and enhance the classroom experience for students and instructors. Highlight Key Emerging Markets: Continued expanded coverage on the growing impact of emerging nations. Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133472221/ISBN-13: 9780133472226. That package includes ISBN-10: 0133545008/ISBN-13: 9780133545005 and ISBN-10: 0133576353/ISBN-13: 9780133576351. MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

This textbook introduces students to the important concepts of global marketing today, and their managerial implications. Designed to be shorter than many other textbooks, Global Marketing focuses on getting to the point faster. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a similar strategic approach, recognizing the need to address both the forces of globalization and those of localization. Other key features include: Coverage of often overlooked topics, such as the competitive rise of China's state-owned enterprises; the importance of diasporas as target markets; and the emerging threat to legitimate marketers from transnational criminal organizations A chapter dedicated to understanding global and local competitors, setting the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global marketplace Extensive real-life examples and cases from developed and emerging markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East Written in a student-friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes. Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. Extensive coverage of hot topics such as blue ocean strategy; celebrity branding; brand piracy; and viral marketing. Brand new case studies focus on globally

recognised brands and companies operating in a number of countries, including IKEA, Philips, Nokia, Guinness and Cereal Partners Worldwide. All new video cases accompany every chapter and are available at www.pearsoned.co.uk/hollensen, featuring such firms as Nike, Starbucks, BMW, Ford and McDonalds.

The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. Present five major themes using a clear and compelling customer-value approach The text's innovative customer-value and engagement framework ties together key concepts, and details how marketing creates customer value and captures value in return. From beginning to end, this marketing process model builds on five major customer value and engagement themes: Creating value for customers in order to capture value in return Engaging with customers using today's digital and social media Building and managing strong, value-creating brands Measuring and managing return on marketing Fostering sustainable marketing around the globe

In its 5th edition International Marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth. It provides a solid understanding of the key principles and practices of international marketing. The text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life. Key Features: - A new chapter dedicated to Digital and Social Media Marketing - Fully updated pedagogy, including 'Going International' vignettes and End of Chapter questions - Brand new examples and case studies from global and innovative companies including Red Bull, Gillette and Audi - Now includes Interactive activities, Testbank questions and Quizzes available on Connect® International Marketing is available with McGraw Hill's Connect®, the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency. "International Marketing continues to be an essential subject in any business or management degree. Ghauri and Cateora's book, now in its fifth edition, provides a most up-to-date and authentic evolution of the subject." George S. Yip, Emeritus Professor of Marketing and Strategy, Imperial College Business School. Professor Pervez Ghauri teaches International Business at Birmingham Business School. He is Founding Editor for International Business Review (IBR) and Consulting Editor for Journal of International Business Studies (JIBS). Philip R. Cateora is Professor Emeritus at the University of Colorado. His teaching spanned a range of courses in marketing

and international business from fundamentals through to doctoral level.

The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral."

Suitable for all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

For courses in global marketing. Familiarises students with global marketing and the global business environment Global Marketing's environmental and strategic approach outlines the major dimensions of the global business environment for students. The 10th Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns, and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing. Global Marketing offers authoritative content as well as conceptual and analytical tools that will prepare students to successfully pursue careers in global marketing or related areas. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

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markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written in a student-friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes.

Global Marketing, 8th Edition, by Hollensen continues to be the most up-to-date and comprehensive text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. For nearly twenty years this title has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world. The full text downloaded to your computer. With eBooks you can: search for key concepts, words and phrases, make highlights and notes as you study, share your notes with friends. eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit: The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

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