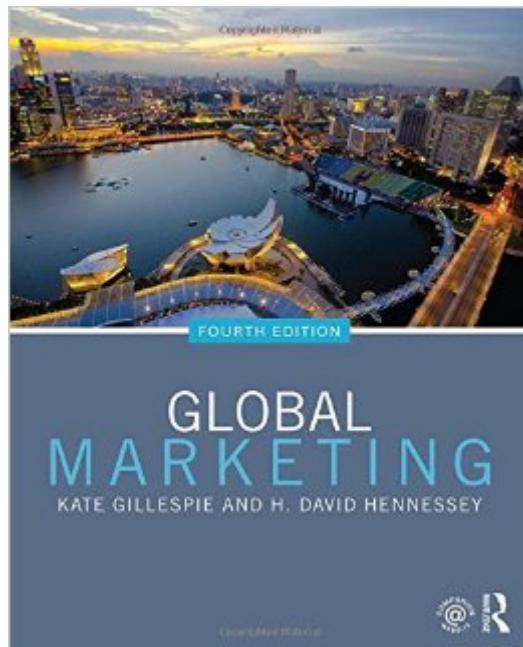


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Global Marketing



Synopsis

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.

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Customer Reviews

16 chapters covering the global marketing aspect of: cultural social forces, political climate, competitors, market research, entry strategies, product strategies, service, brands, social marketing, distribution channels, promotion, advertising, and organization. All of these topics were taught in

Marketing courses. But to take it to the world level, the strategies are not the same as in USA. I used it for my Global Marketing course at a local University. Each chapter is easy to follow. Short cases at the end of the chapter provided critical thinking, and challenging topics. Students love this book. I recommend this book, to all professors and students.

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