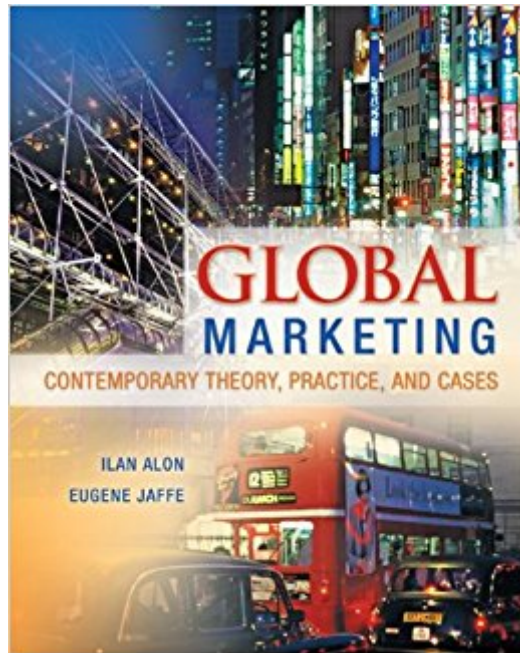




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Global Marketing: Contemporary Theory, Practice, And Cases



Synopsis

Hailing from America, Europe and the Middle East, the authors of Global Marketing provide a truly international and comparative perspective to the study of marketing. Examples are provided from across the continents encompassing small and medium enterprises (SMEs). In addition, well-researched multinational companies are explored and give justice to the breadth and depth of this field. Cases on well-known companies, such as Disney, Starbucks, Wal-Mart, Archer Daniels Midland (ADM), and Corona are supplemented by cases on lesser-known and smaller companies from emerging markets, such as Proton Car from Malaysia and San Lu from China. In addition to short, end of chapter cases that can be used in classroom discussion, the book also boasts longer, end of book cases which require integration of multiple chapters and synthesis of knowledge to identify and solve international marketing problems.

Book Information

Paperback: 624 pages

Publisher: McGraw-Hill/Irwin; 1 edition (February 7, 2012)

Language: English

ISBN-10: 0078029279

ISBN-13: 978-0078029271

Product Dimensions: 9.3 x 0.9 x 10 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 13 customer reviews

Best Sellers Rank: #350,398 in Books (See Top 100 in Books) #77 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #79 in Books > Business & Money > International > Exports & Imports #116 in Books > Business & Money > International > Global Marketing

Customer Reviews

Extremely well-written book. I would recommend it for anyone interested in Global Business Development. Very well written. The book arrived way before I expected it to. You guys are simply amazing! One thing though...I thought I bought a hard cover book. I was a little surprised when I found out that it was a paper back. But, that's OK. Now, I just need to read it well enough for the exam and retain it. Interesting stuff though.

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