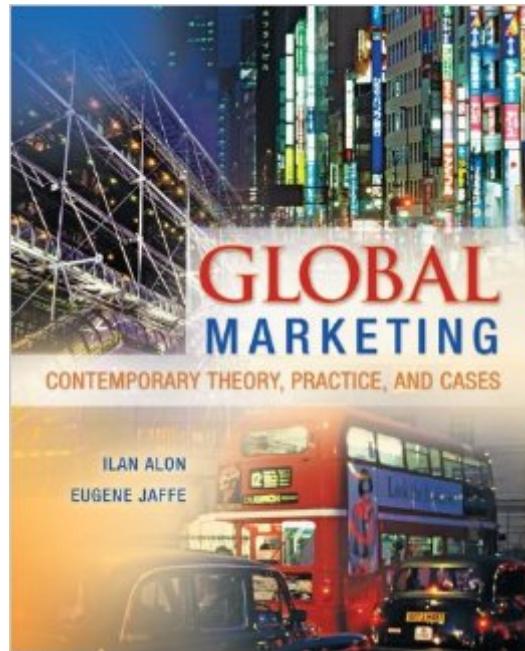


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# Global Marketing: Contemporary Theory, Practice, And Cases



## **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**

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## **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.

I got this book for an international marketing course I took. I found it to be an easy read and very insightful about the topics covered. The book covers the basics, from PESTEL analysis and market

research techniques, to more complex topics like market selection and entry strategies. The textbook gives the reader tons of information about doing business internationally, including details about things like pricing decisions, product decisions, distribution decisions, etc. The book even covered topics like social media and its impact on global marketing, going above and beyond my expectations for a textbook on international marketing. Another perk is the "boxes" that are present throughout the chapters - these side texts apply chapter concepts to real examples to really drill the concept for maximal understanding. It is a must have for students looking to master the topic with a single textbook!

If you just want to read superficial thing, it is a good choice. It covers all topics but just touch them. Some of the information is misleading, especially the business stories outside of the US. Our class is from 5-6 countries, and we all found mistaken information concerning in our countries. I do not recommend it.

This textbook is a must read not just for students but for business owners and managers who are working to expand internationally. The text is very insightful and is written in a way to help people think about the global business environment in ways that many would overlook.

From user of the book: This book may be good for a senior level class; however, there is almost NO explanation of anything. I am relying on a marketing text book from another class that I actually thought was bad to use for the current Global Marketing class.

The product was delived on-time, and the book is in perfect shape. Thank you.

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