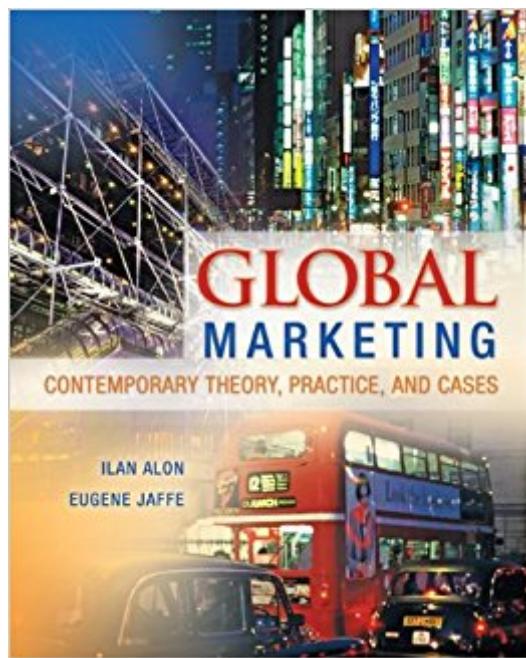


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Global Marketing: Contemporary Theory, Practice, And Cases



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.

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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.

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good

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

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great

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.

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