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SEVENTH EDITION



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Global Marketing Management 7th Edition

Warren J. Keegan, Elyse Arnow Brill



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Advances in Global Marketing Leonidas C. Leonidou, Constantine S. Katsikeas, Saeed Samiee, Bilge Aykol, 2017-10-20. This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings. It covers a wide array of key areas of international marketing research such as cross cultural consumer behavior, foreign market entry modes, international entrepreneurship, international marketing strategy, country of origin effects, internationalization process, international buyer-seller relationships, corporate social responsibility and international marketing performance. With both theoretical and empirical contributions by prominent researchers from all over the world, the book highlights and advances extant knowledge on global marketing and offers recommendations for future research. It builds a useful reference for scholars, doctoral researchers and senior students in international marketing business.

Global Marketing Management Warren J. Keegan, Mark C. Green, 2002. This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech product and services marketing. Specific chapter topics examine the global economic environment, the social and cultural environment, the political, legal and regulatory environments, global customers, global marketing information systems and research, global targeting, segmenting and positioning, entry and expansion strategies, marketing and sourcing, cooperation and global strategic partnerships, competitive analysis and strategy, product decisions, pricing decisions, channels and physical distribution, global advertising, promotion, personal selling, public relations, sales promotion, direct marketing, trade shows, sponsorship, global e-marketing, planning, leading, organizing and monitoring the global marketing effort and the future of global marketing. For individuals interested in a career in marketing.

International Marketing Management Ralph Berndt, Claudia Fantapié Altobelli, Matthias Sander, 2023-05-23. For every company that is active internationally, a systematically operated cross national marketing management is indispensable in order to secure its own existence in the long term. The rapid changes on many markets and in many countries also mean that professional information gathering and processing of market relevant data must take place within the framework of international market research. Based on this data, market oriented decisions have to be made within international marketing management in order to achieve operational goals. This book deals not only with the classic topics of international marketing

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Global Marketing Management John A. Quelch, Christopher A. Bartlett, 2006 A collection of Harvard Business School cases by the editors accompanied by additional authors emphasizing the marketing strategies of domestic marketers to international markets

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