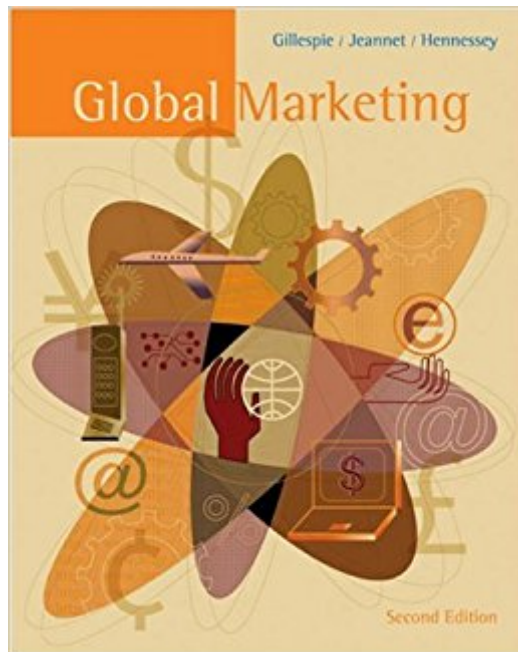




Ebook Directory
the best source of ebook

The book was found

Global Marketing: An Interactive Approach



Synopsis

Created specifically for undergraduate students, this concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. Global Marketing offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written with the student in mind, the Second Edition features comprehensive coverage of current topics based on the authors' extensive research and consulting experience. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market.

Book Information

Hardcover: 640 pages

Publisher: Cengage Learning; 2 edition (February 1, 2006)

Language: English

ISBN-10: 0618659536

ISBN-13: 978-0618659531

Product Dimensions: 10.2 x 8.2 x 1 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 5 customer reviews

Best Sellers Rank: #630,709 in Books (See Top 100 in Books) #132 in Books > Textbooks > Business & Finance > Sales #191 in Books > Business & Money > International > Global Marketing #288 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel

Customer Reviews

Kate Gillespie teaches at the University of Texas, Austin. She received her BA from Harvard University, her MBA from the University of Virginia, and her PhD from the London Business School. Her research interests include international marketing, international business-government relations, and business in developing countries. Kate is a frequent journal contributor.

J.P. Jeannet is Professor of Marketing and International Business at Babson College, with a dual appointment as a member of the regular faculty at IMD (Institute of Management Development) in Lausanne, Switzerland. He received his MBA and PhD from UMass, Amherst, and his diploma degree from the College of Zurich, Switzerland. Dr. Jeannet has published *Competitive Marketing Strategies in a European Context*, as well as several casebooks and articles on global business strategies. An

international consultant, he has worked for ICI PLC (UK), DSM (Netherlands), Slemans (Germany), Nokia (Finland), and Sulzer Brothers (Switzerland). H. David Hennessey is Associate Professor of Marketing at Babson College and an associate of Ashridge Management College in Berkhamsted, England. He received his MBA from Clark University and his PhD from New York University. His research interests include information technology in sales and marketing and the development of global marketing strategies. Dr. Hennessey has held marketing positions in several companies and has consulted for AT&T, ICI, Compaq, Phillips, EG&G, BBD, and Ansell Edmont. In addition to his teaching experience in Latin America, Europe, and Japan, he is the faculty director of the School of Executive Education's International Managers Program. Dr. Hennessey has tailored programs for DEC and Pitney Bowes.

I purchase this book for an international marketing class and it is very informative in general to anyone to see the mistakes countries make advertising their products in a country that speaks a different language than theirs. Many things get lost in the translation and it is funny and I will say hallarious but it costs this companies billions to make this kind of mistakes.seller was great!

I am giving this ranking because it was in very good condition and arrived promptly. Did not have any issues back then when I ordered it.

I am a first time, and last time, customer. I ordered a used text book to save money because some of my classmates and friends have done so in the past and had good luck. I am taking a 10 week fast track college class and waited nearly a month for the delivery from a bookstore outside my home country. I only recently figured out the bookstore was in the UK, and unfortunately have missed most of my class without a text book. The only positive I had in this transaction was that is supposed to refund my credit card quickly once they figured out the book was lost somewhere. The seller claims there isn't a tracking number or any way to find out how/when the book will arrive.

I got this book quickly, it was for a summer class so timing was important. It was the exact same book my school bookstore was charing 200 dollars for, and it was in PERFECT condition. I didn't even pay 40 for this after expedited shipping. I will definitely do business again if necessary.

this was a new book i bought, and the price was just about 30 bucks. the best book, lowest book .
thank you for the seller

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns Global Marketing: An Interactive Approach BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Essentials of Marketing: A Marketing Strategy Planning Approach Digital Marketing Strategy: An Integrated Approach to Online Marketing Marketing Strategy: A Decision-Focused Approach (Irwin Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

