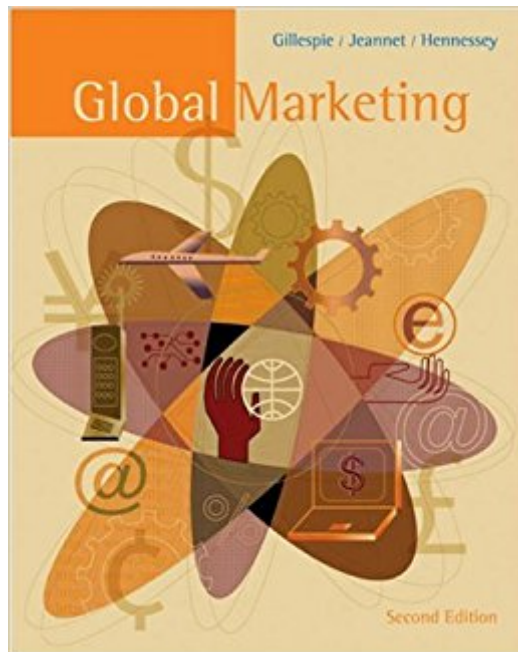




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Global Marketing: An Interactive Approach



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

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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.

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