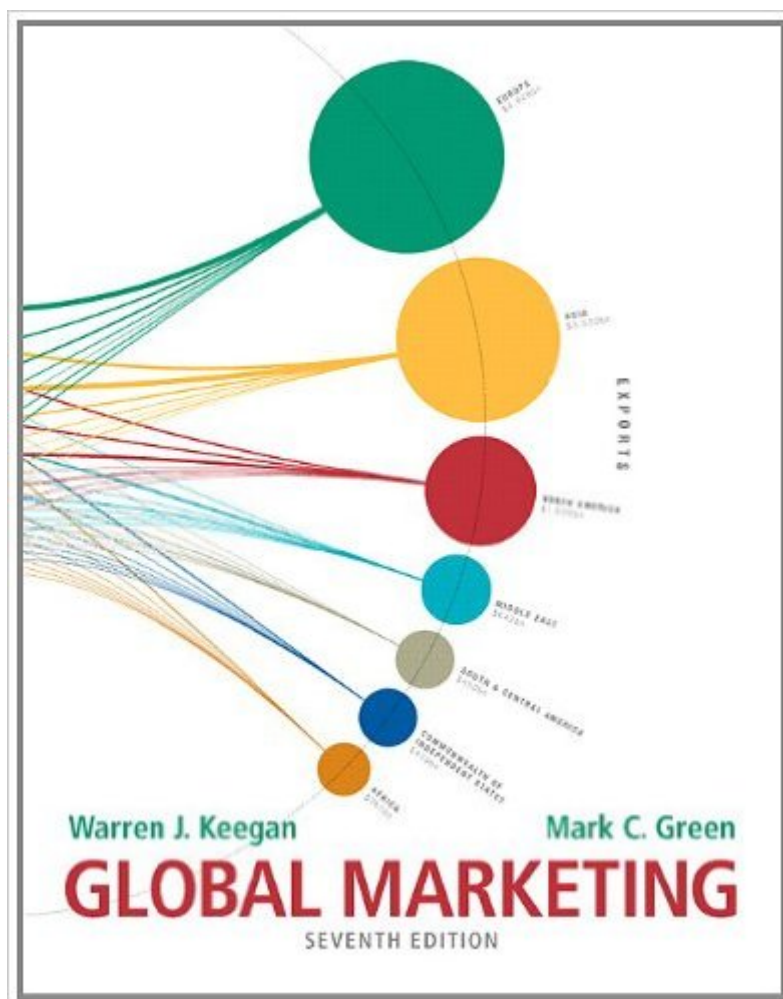


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Synopsis

The excitement, challenges, and controversies of global marketing. Â Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help readers apply the 4Ps to global marketing. Â The seventh edition examines the effect of the global financial crisis on global marketing strategy.

Book Information

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Customer Reviews

This was a text used in class, and while the teacher did mostly lecturing without the text, it was a great resource-easy to understand, and highly applicable. The text does a great job of really explaining the material in a clear and concise manner.

Used at Western Washington University in 2010. If you're fascinated by marketing, you'll probably like this book. If you think telemarketers are marketing professionals, you probably won't like this book. The case studies were interesting. Like most people, I rely on honest product reviews to make purchase decisions. Because the experience of others has been so helpful to me, I try to provide honest, helpful reviews to assist other shoppers in selecting the right products for them. I hope my review has been helpful to you!

This book works great and remains as an enjoyable book for International and Global Marketing courses! The case studies were found to be exceptional well. This product does what it is suppose to! I recommend this product. -@eplusq

Very up-to-date-textbook with real world scenarios. I wanted to purchase this book as an e-book. The great disappointment I have with this book is the publisher chose not to enable "text to speech". I also was about to purchase the Kindle Fire when I discovered the book did not have this feature. Why should I purchase the Kindle Fire or all new generations Kindle if the books I purchase do not have the "text to speech " feature enabled?

I bought this for an International Marketing course which actually required the 6th edition. Instead of paying \$90+ for the newer version, I paid about ten dollars. The page numbers are different from the new version but the content is almost exactly the same. Most of the case studies in this book are the same as in the new version, but there are two or three in the 6th edition that aren't in this edition. I haven't had any troubles using this edition in place of the newer one. The book arrived quickly and in perfect condition. Glad I saved a ton of money without sacrificing quality or content.

The only reason why I ordered this book, is that I need it for my "Global Marketing" class. Actually I need the newest version (7th?), but this one is ok, too. I paid only \$6 and could pass all quizzes and exams.

Sure you might not be able to resell them after the class, but they sure do make writing papers and taking timed exams easier when you can just search for key-words. Plus they won't collect dust on the shelf after the term!

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