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This book offers a truly global approach with cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America. It provides a complete and concentrated overview of the total international marketing planning process, along with many new up-to-date exhibits and cases which illustrate the theory by showing practical applications.

Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. Extensive coverage of hot topics such as blue ocean strategy; celebrity branding; brand piracy; and viral marketing. Brand new case studies focus on globally recognised brands and companies operating in a number of countries, including IKEA, Philips, Nokia, Guinness and Cereal Partners Worldwide. All new video cases accompany every chapter and are available at www.pearsoned.co.uk/hollensen, featuring such firms as Nike, Starbucks, BMW, Ford and McDonalds.

"All good marketing is local. Global companies know this and are going "glocal."There is also a trend towards the Internet of Everything, which revolutionizes the whole marketing discipline.Svend Hollensenhas captured all the latest trends very well with the new cases inhis seventh edition of Global Marketing." Philip Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University In this era of increased globalisation, if there s one textbook that today s students and tomorrow s marketers need to read, it s Svend Hollensen s world renowned text. For over fifteen years "Global Marketing" has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world. Now into its seventh edition, "Global Marketing "continues to be the most up-to-date and thorough text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. This seventh edition expands on a number of new topics, including: shared economy solutions, social media, e-services and smartwatch app marketing, as well as many more. It is ideal for undergraduate and postgraduate students studying international marketing, and for any practitioners who want to take their global marketing strategies to the next level. "The world today truly is flat, and a sound global perspective is an absolute must for all students. SvendHollensen'sGlobal Marketingprovides a thorough and comprehensive treatment that delivers on this need." Michael R. Solomon, Professor of Marketing, Haub School of Business, Saint Joseph's University, USA, and Professor of Consumer Behaviour, University of Manchester, UK The best textbook on global marketing I have come across! The case studies, many of them available online, provide an excellent basis for class discussion. Elisabeth Gotze, Vienna University of Economics and Business Excellent level of detail in each chapter to support learning around strategic global marketing decisions. The video case studies are a huge bonus and really help to bring the subject alive. Giovanna Battiston, Senior Lecturer in Marketing, Sheffield Hallam University Key Features include: A clear part structure, organised around the five main decisions that marketing people in companies face in connection to the global marketing process End of part and end of chapter case studies helping students to understand how the theory relates to real world application Video case studies (available at www.pearsoned.co.uk/hollensen), showing how practitioners are using Global Marketing in their work About the author Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including"Marketing Management"and "Essentials of Global Marketing." Student resourcesspecifically written to complement this textbook are at www.pearsoned.co.uk/hollensen "

Johansson's Global Marketing, 5/e utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. In foreign entry, in global management, and to a large extent even as a local marketer in a foreign country, the global marketer needs skills that the home makes experience-

or the standard marketing text-have rarely taught. The recognition of the three roles helps dispel the notion that "there is no.

This work is written for people, mainly students, who want to how the relationship and the traditional maketing approach (in combination) affect the development of effective and efficient marketing plans.

"Essentials of Global Marketing" offers a concise yet innovative approach to the subject. The accessible structure takes the reader through the entire global marketing process, and fundamental concepts are illuminated by a wide range of companies around the world. Hollensen includes brand new case studies on Nintendo Wii, YouTube and the Apple iPhone to provide cutting edge examples of the theory in the real world. The book breaks new ground with the quality and extensiveness of its supporting interactive features, which include multiple choice quizzes for every chapter that can be downloaded onto your iPod, and video case studies on internationally recognised companies such as Land Rover and Tata.

Global Marketing, 8th Edition, by Hollensen continues to be the most up-to-date and comprehensive text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. For nearly twenty years this title has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

International Marketing Compact offers a new perspective in teaching international marketing. The authors address issues in a novel way by bringing in cases from advanced and emerging markets. In this connection they also discuss technological requirements of the 21st century and how these developments necessitate a change in looking at international marketing issues. The individual chapters follow the necessary steps to develop and implement projects successfully in the international market place. The knowledge, which is provided for both students and practitioners, is well balanced in terms of theoretical input and managerial application. This is the result of numerous examples presented in this book not only from Europe, but also from other markets throughout the world. The book is addressed to various student groups: those in a bachelor's program studying business, economics and international trade can well use the book to gain a broad and current perspective on trends in international marketing theory and practice. Those in a master's program for business, economics and international trade can use the book as a guide for building a theoretical background for their term projects and the case studies they analyze. Those at the PhD level in the same or similar disciplines can take a compact look at 21st century international marketing. It is also beneficial for international students, for example, for Erasmus students at European universities, who are building a common international marketing background and perspective that they can take back to their studies at their home universities.

What actually is marketing? Many people think of marketing as only sales and advertising because every day we are bombarded with TV commercials, flyers, catalogues, sales calls, and commercial e-mail. However, selling and advertising are only one element of marketing. Today, marketing must be understood not in the old sense of making a sale but in a contemporary and holistic sense of satisfying customer needs. In this book the authors develop the Quintessential Marketing Arena by following the logic of the three major steps of the marketing process. Along this process they present the fourteen most important marketing instruments that occur during this process. Having read this book: You will have a basic understanding of marketing and the process of marketing management You will know the most important marketing instruments and how they interact You can develop your own marketing plan based on the Quintessential Marketing Arena

This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global business, and global business on culture.

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