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Global Marketing (9th Edition)



Synopsis

For courses in global marketing. Familiarizes Readers with Global Marketing and the Global Business Environment Marking the 20th anniversary of this series of textbooks, this Ninth Edition of Global Marketing builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. In this edition, as in all previous editions, the authors' goal has been to write a book that's authoritative in content yet relaxed and assured in style and tone. Readers have consistently praised Global Marketing for its simple, readable language and clarity. The Ninth Edition brings global marketing into the real world with up-to-date examples of questions, concerns, and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing. Also Available with MyMarketingLab, MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for: 0134472462 / 9780134472461 Global Marketing Plus MyMarketingLab with Pearson eText -- Access Card Package Package consists of: 0134129946 / 9780134129945 Global Marketing 0134149742 / 9780134149745 MyMarketingLab with Pearson eText -- Access Card -- for Global Marketing

Book Information

Paperback: 624 pages

Publisher: Pearson; 9 edition (January 17, 2016)

Language: English

ISBN-10: 0134129946

ISBN-13: 978-0134129945

Product Dimensions: 8.4 x 0.9 x 10.8 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (47 customer reviews)

Best Sellers Rank: #14,593 in Books (See Top 100 in Books) #6 in Books > Business & Money > International > Global Marketing #16 in Books > Business & Money > Marketing & Sales >

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!

one of the best marketing books ever. Information are super interesting and stright forward. i WOULD RECOMMEND IT TO ANY STUDENT OR PROFESSOR who is a international business major, or emphasis.

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