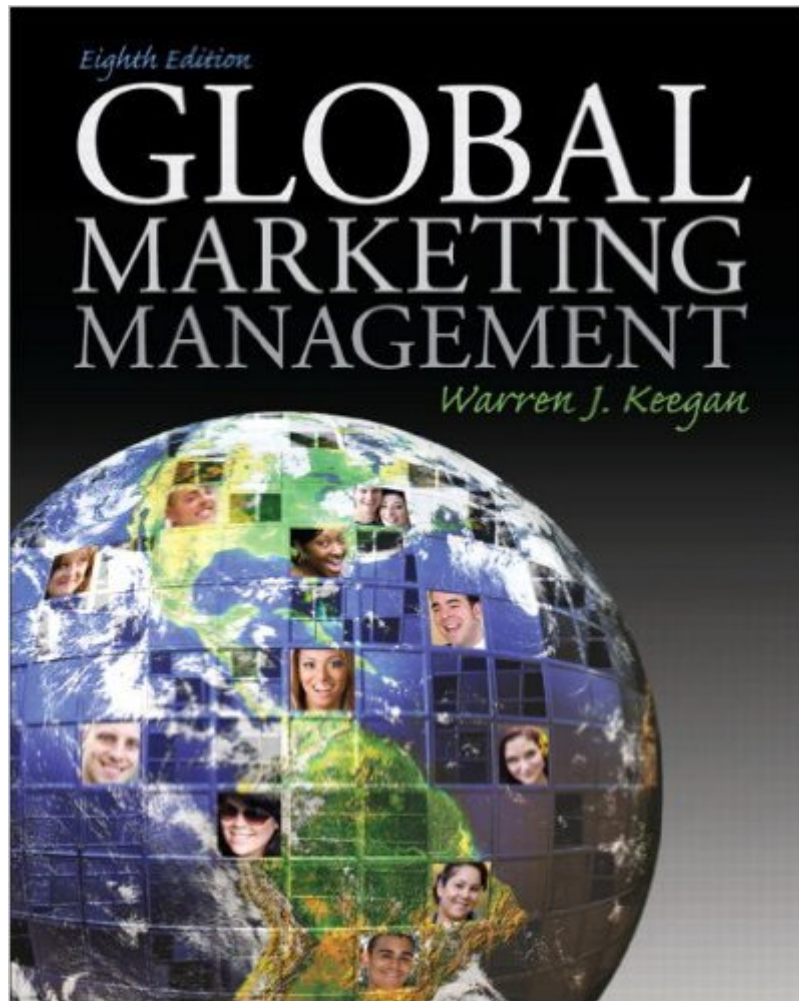


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Global Marketing Management (8th Edition)



Synopsis

The leading MBA text in international marketingâ “with comprehensive cases. This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing.

Book Information

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Customer Reviews

Warren Keegan wrote the first international marketing textbook shortly after completing his Harvard PhD in the 1960s. He is a legend in the field and is widely credited as the father of the global marketing concept. The 7th edition of his leading text does not disappoint the demanding reader and carries on the tradition of earlier editions. He walks the talk, writing for and speaking to a global audience. It is clear that he is one who has "been there" and knows international markets. The book presents a very sound basis for learning and is a leading text for full courses in global marketing in many leading MBA programs. It also enjoys a large readership by business execs around the world. "Global Marketing" opens with a very sound introduction to global marketing analysis and strategy. The international trading environment is well described and the text simplifies the complexity of international trading blocs, the WTO, and other influences on marketing strategy today. Keegan's global marketing texts have always been strong on introducing readers to technical terms used in international trade and exporting and explaining the flow of paperwork (i.e., letters of credit, etc.) one encounters in international trade. This current edition does not disappoint in this regard. There is a good introduction to factors that motivate consumers and customers to choose

and use products that is applicable in consumer, business, services, and high technology markets. The book finishes with a very sound coverage of the marketing mix (i.e., product, price, promotion, and distribution) strategies. A number of case studies are well integrated into the text to illustrate typical business decisions global marketers must make. I have prescribed this text for more than a decade and it always has been rated as the best or among the best textbooks prescribed for our marketing courses.

Marketing concepts are explained within global marketing frame in an understandable manner using the jargon everybody can understand. The principles that each company must take into account both at home and abroad are revealed. Especially, I liked "18 Guiding Principles of the Marketing Company". Articles from the scholars at prestigious business schools are related to global marketing concepts in most understandable way. This makes the book richer. Another thing making the book richer is Global Income and Population estimates, that is both put inside the text and at the end of the book as appendix. These estimates give clear grasp to the reader about world demographics and economic structure, and helps reader understand the subject at hand and, in general, world dynamics better. Interesting and information & expertise-loaded cases differentiates the book from other boring textbooks. The future of global marketing section of the book gives the reader an invaluable horizon. I suggest that you read it carefully, you will get too many things from it.

This book is very informative, however it is quite plain in dull. I was a little disappointed considering that Pearson does an excellent job with its other business textbooks like Operations Management (Heizler) and Strategic Management (Fred R. David), which come with illustrative PowerPoints. First of all, other than the front page, the text inside has NO COLOR! It's just plain text and no glossary of terms! They don't bold key terms and there's no glossary for students to check if they know these key terms (esp. for test since the pros use the test bank). In addition to the lack of illustrations, I felt that the cases could have come at the end of the chapter instead of these numerous side boxes which make the chapter even longer than it already is. I also felt that the authors could have been more concise with their writing since there were many run on sentences and a few typos. Of course, no one is perfect, but if I'm gonna spend \$300 for this book, I expect the best! This was the required text for my class, but perhaps the authors have improved with the 2014 edition that has the MyMarketingLab. My prof said that newer edition didn't have enough instructor resources so they chose this older edition instead.

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