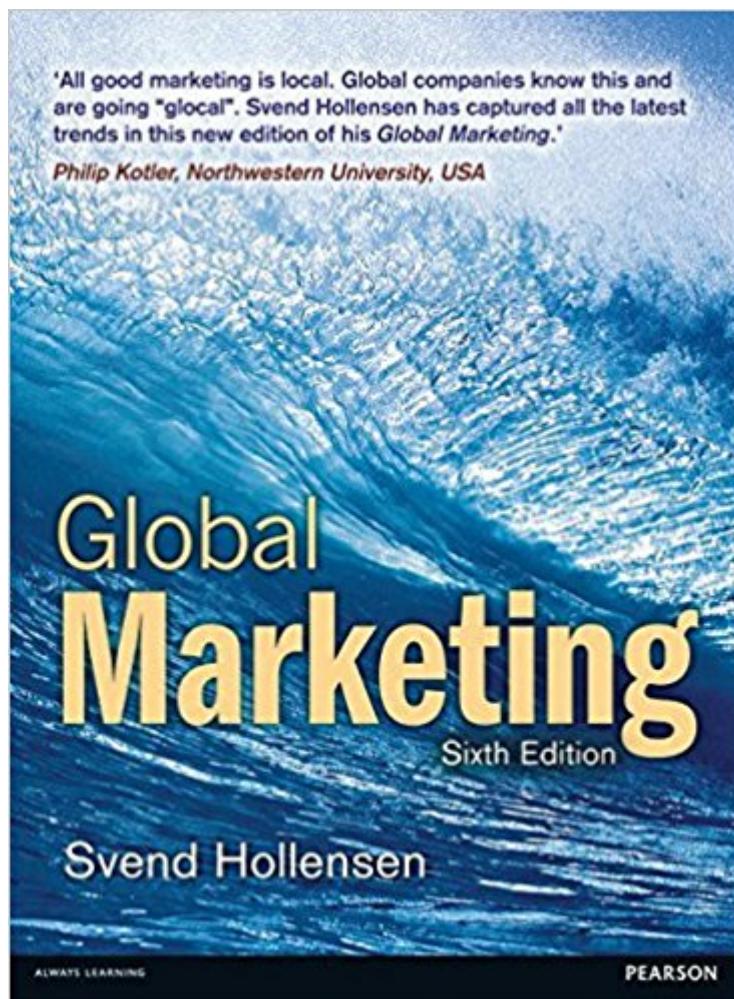


The book was found

Global Marketing (6th Edition)



Synopsis

The globalization of companies is the involvement of customers, producers, suppliers, and other stakeholders in the global marketing process. Global marketing therefore reflects the trend of firms selling products and services across many countries. 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. 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. Extensive coverage of hot topics such as glocalization, born globals, value creation, value net, celebrity branding, brand piracy, and viral marketing, as well as a comprehensive new section on integrated marketing communication through social networking. Brand new case studies focus on globally recognized brands and companies operating in a number of countries, including Build-A-Bear Workshop, Hello Kitty, Ralph Lauren and Sony Music Entertainment. Video cases featuring firms such as Nivea, Reebok, Starbucks, Hasbro and McDonald's accompany every chapter and are available at www.pearsoned.co.uk/hollensen. Real-world examples and exhibits enliven the text and enable the reader to relate to marketing models.

Book Information

Paperback: 840 pages

Publisher: Pearson; 6 edition (December 28, 2013)

Language: English

ISBN-10: 027377316X

ISBN-13: 978-0273773160

Product Dimensions: 7.6 x 1.2 x 10.2 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #245,795 in Books (See Top 100 in Books) #89 in Books > Business & Money > International > Global Marketing #152 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #264 in Books > Textbooks > Business & Finance > International Business

Customer Reviews

As Svend Hollensen leads, so the world of marketing follows. For fifteen years his Global Marketing

text has been the definitive, truly international guide to marketing in the era of globalization. And in that time borders have become ever more meaningless and this book more central to the work of marketers all around the world. Â This sixth edition is the most up-to-date and thorough Global Marketing text yet, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. 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. Â Â "The world today truly is flat, and a sound global perspective is an absolute must for all students. SvendÂ Hollensen'sÂ Global MarketingÂ provides 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 Â â œIn this latest edition of Global

Marketing,Â SvendÂ HollensenÂ provides an insightful and comprehensive overview of the international marketing arena. The vast array of topical casesÂ in particularÂ make this text a compelling read which both students and practitioners can easily learn from.â • - Bradley Barnes, Professor of International Management and Marketing, Sheffield University Management School, UK Â â œSvendÂ HollensenÂ has the ability to effectively engage, inform and enthuse followers of global marketing. This latest edition is packed with examples and support materials which clearly relate practice to theory and is an essential product for the student and global marketing practitioner alike." - Graeme Stephen,Â Senior Lecturer, Aberdeen Business School, Robert Gordon University, UK Â Â About the author Â 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,Â includingÂ Marketing ManagementÂ and Essentials of Global Marketing. Â Student resourcesÂ specifically written to complement this textbook are atÂ www.pearsoned.co.uk/hollensen

Great book. Good service

This is a must in a marketing director or CEO of any company, big or small. It has great value for the time and effort invested by the author.

good service and product!

Great condition for an inexpensive price.

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Global Marketing (6th Edition) No Bull Review - Global History and Geography Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)