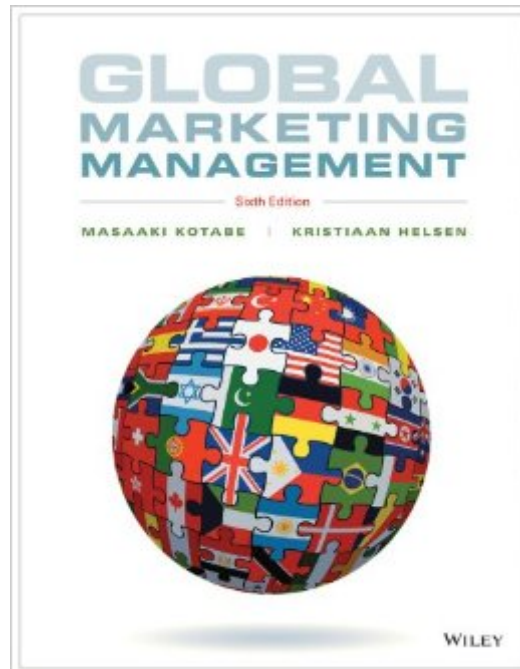


The book was found

Global Marketing Management, 6th Edition



Synopsis

Global Marketing Management 6e prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out clearly and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more multilateral. Relevant to all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

Book Information

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Customer Reviews

It reads very easily, and the concepts are easily understandable. The information is well-rounded, covering all aspects of business and how they relate to global marketing. This textbook was required reading for a graduate global marketing course.

It's a textbook...pure and simple. There isn't anything too exciting and it isn't made for reading cover to cover. It does bold key terms but there is no glossary. The index is easy to use.

Really bad condition. There is writing all over it and also the highlighting does not make since so it is hard to read. The cover paper and is ripped, about to fall off.

The book was a little tore up when I got it and there was quite a bit of highlighted material. I was expecting a less beaten book, but it worked just fine.

Great insight and content. Strong information, concepts and backing. Not formatted well for a textbook, not easy to read quickly.

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