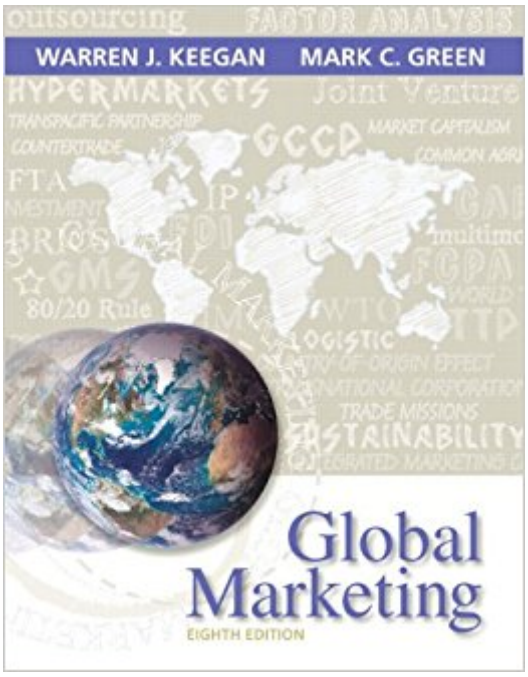
Ebook Directory
the best source of ebook

The book was found

Global Marketing (8th Edition)



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

For undergraduate and graduate global marketing courses. Ã Â The excitement, challenges, and controversies of global marketing. Ã Â Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. Ã Â MyMarketingLab for Global Marketingis a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and examsÃ¢â ¬â •resulting in better performance in the courseÃ¢â ¬â •and provides educators a dynamic set of tools for gauging individual and class progress. Ã Â This program will provide a better teaching and learning experienceÃ¢â ¬â •for you and your students. HereÃ¢â ¬â„¢s how: Improve Results with MyMarketingLab: MyMarketingtLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Bring Global Marketing to Life with Real-World Examples: The cases in this text were written to encourage student interest and learning, stimulate class discussion, and enhance the classroom experience for students and instructors. Highlight Key Emerging Markets: Continued expanded coverage on the growing impact of emerging nations.Ã Â 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 ISBN-10: 0133472221/ISBN-13: 9780133472226. That package includes ISBN-10: 0133545008/ISBN-13: 9780133545005 and ISBN-10: 0133576353/ISBN-13: 9780133576351. Ã Â MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. Ã Â Ã Â Ã Â

Book Information

Paperback: 608 pages

Publisher: Pearson; 8 edition (January 17, 2014)

Language: English

ISBN-10: 0133545008

ISBN-13: 978-0133545005

Product Dimensions: 8.4 x 0.9 x 10.7 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 3.9 out of 5 stars 28 customer reviews

Best Sellers Rank: #19,384 in Books (See Top 100 in Books) #11 inÃ Â Books > Business & Money > International > Global Marketing #22 inÃ Â Books > Business & Money > Marketing &

Sales > Marketing > Multilevel #79 inÃ Â Books > Textbooks > Business & Finance > Marketing

Customer Reviews

"Dr. Warren J. Keegan." Dr. Keegan is Distinguished Professor of Marketing and International Business and Director of the Institute for Global Business Strategy at the Lubin School of Business, Pace University, New York City and Westchester. He is Visiting University Professor, Cranfield School of Management (UK), CEIBS (China European International Business School) Shanghai, the Wharton School, University of Pennsylvania Executive Programs, and ESSEC, Cergy - Pontoise (France). He is the founder of Warren Keegan Associates, Inc., a consulting consortium of experts in global strategic management and marketing and Keegan & Company LLP, a firm specializing in litigation support. The firm is affiliated with MarkPlus, the leading marketing consulting firm of Indonesia. Dr. Keegan is the author of many books. His text, "Global Marketing Management," Seventh Edition (2002, Prentice Hall, Inc.) is recognized as the leading Global Marketing text for M.B.A. courses around the world. His other books include "Offensive Marketing" (2004), "Global Marketing," Third Edition (2003, Prentice Hall), "Marketing Plans That Work," Second Edition (2002, Butterworth-Heinemann), "Marketing," Second Edition (1995, Prentice Hall), "Marketing Sans Frontieres" (1994, InterEditions), "Advertising Worldwide" (1991, Prentice Hall), and "Judgments, Choices and Decisions" (1984, Wiley). He has published in leading business journals including the "Harvard Business Review, Journal of Marketing, Journal of International Business Studies, Administrative Science Quarterly," and the "Columbia Journal of World Business." He is a former MIT Fellow in Africa where he served as Assistant Secretary, Ministry ofDevelopment Planning and Secretary of the Economic Development Commission for the Government of Tanzania. He was a consultant with Boston Consulting Group and Arthur D. Little, and Chairman of Douglas A. Edwards, a New York corporate real estate firm. Dr. Keegan holds an M.B.A. and doctorate from the Harvard Business School. He has been a visiting professor at New York University, INSEAD (France), IMD (Switzerland), The Stockholm School of Economics, Emmanuel College of Cambridge University, and at the University of Hawaii. He is a former faculty member of Columbia Business School, Baruch College, and The School of Government and Business Administration of The George Washington University. He is a Lifetime Fellow of the Academy of International Business, Individual Eminent Person (IEP) Appointed by Asian Global Business Leaders Society (other awardees include: Noel Tichy, Rosabeth Moss Kanter, and Gary Wendt). His biography is listed in "Marquis Who's Who in America." He is a member of the International Advisory Board of Ecole des Hautes Etudes Commerciales (HEC), Montreal; the Editorial Advisory Board, Cranfield School of

Management; and Financial Times Management Monograph Series and is a current or former director of The S.M. Stoller Company, Inc., The Cooper Companies, Inc. (NYSE), InterAd, Inc., American Thermal Corporation, Inc., Halfway Houses of Westchester, Inc., Wainwright House, and The Rye Arts Center. "Dr. Mark C. Green." Dr. Green is Professor of Management and Marketing at Simpson College in Indianola, Iowa, where he teaches courses in management, marketing, advertising, international marketing, innovation, and Russian language. He earned his B.A. degree inRussian literature from Lawrence University, M.A. and Ph.D. degrees in Russian linguists from Cornell University and an M.B.A. degree in marketing management from Syracuse University. In addition to co-authoring "Global Marketing," Fourth Edition with Warren Keegan, Dr. Green has also contributed case studies and chapter materials to several other textbooks published by Prentice Hall. These include: "Advertising Principles and Practices," Fourth Edition, by William Wells, John Burnett, and Sandra Moriarty (1997); "Behavior in Organizations," Sixth Edition, by Jerald Greenberg and Robert Baron (1996); "Business," Fourth Edition, by Ricky Griffin and Ronald Ebert (1995); and "Principles of Marketing" by Warren Keegan, Sandra Moriarty, and Thomas Duncan (1992). Dr. Green has also written essays on technology and global business that have appeared in the "Des Moines Register" and other newspapers. Dr. Green has traveled to the former Soviet Union on numerous occasions. In 1995 and 1996, he participated in a grant project funded by the U.S. Agency for International Development (USAID) and presented marketing seminars to audiences in Nizhny Novgorod. In addition, Dr. Green has served as a consultant to several Iowa organizations that have business and cultural ties with Russia and other former Soviet republics. Dr. Green has lectured in Russia and Ukraine on topics relating to emerging market economies. His 1992 monograph, "Developing the Russian Market" in the 1990s, received an award from the Iowa-based International Network on Trade. In 1997, Dr. Green was the recipient of Simpson College’s Distinguished Research and Writing Award. Dr. Green also received the 1995Distinguished Teaching Award for senior faculty. In 1990, he was the recipient of Simpson’s Excellence in Teaching Award for junior faculty. He also received the 1988 Outstanding Faculty of the Year awarded by the Alpha Sigma Lambda adult student honorary at Simpson College.

I’m disappointed with the book, it is missing pages 235-266, and it wasn’t on the description. The book has a sticker that the book was inspected, but maybe they need better inspection! Unfortunately, the price of the book was more expensive when I realize about this issue and I decided to keep it because that was my only option with a 20% partial refund.

Great book, it had all the pages and it was in great shape. This book help me pass my class without any problems.

Great product!!

No glossary, some chapters such as 8 and 9 not clear enough.

Product arrived on time, the only issue I had was that the textbook was missing it’s cover.

Good, some highlighting but other than that the book was in good condition.

Very eye-opening text, focusing of relevant issues to be considered when ’thinking global’. Insights galore and frameworks to be guided by. Made it to my library!

Great information and examples to leering about marketing. The pages sat to thin and delicate

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 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 (8th Edition) Global Marketing Management (8th 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