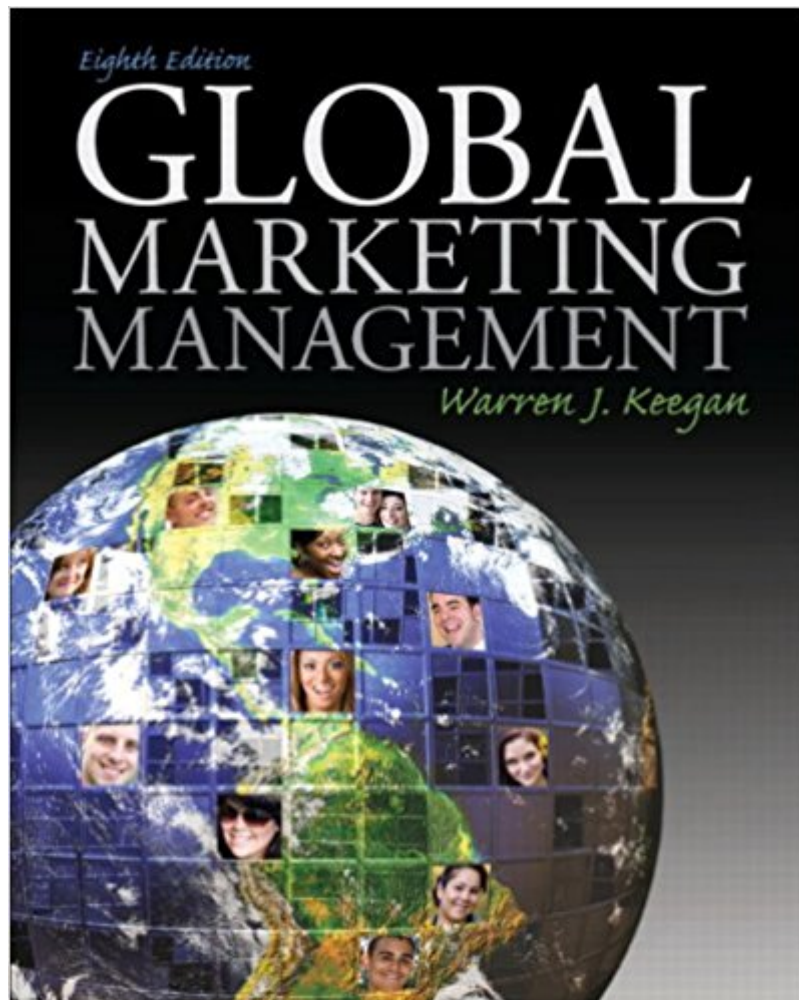




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Global Marketing Management (8th Edition)



Synopsis

The leading MBA text in international marketing 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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"In the seventh edition of his successful text, Warren Keegan offers a unique blend of managerial relevance, up-to-date examples and theoretical insight. This text is a pleasure to read for students and practitioners alike. Once again, this edition convincingly demonstrates why Warren Keegan's text stands out from the crowd." #151; Professor Bodo B. Schlegelmilch, Editor, Journal of International Marketing Chair of International Marketing and Management, Vienna University of Economics and Business Administration "Warren Keegan's new edition of Global Marketing Management will be a classic text, for its scope, breadth, and insights. He takes the reader with ease, clarity and high competence from the fundamentals of Global Marketing Management to the frontiers of Global e-marketing. In a digitizing world, where the globalization of marketing will be increasingly instantaneous and irreversible, Keegan's book, I predict, will be essential reading and an indispensable reference." #151; Howard V. Perlmutter, Ph.D, Emeritus Professor of Social Architecture and Management, The Wharton School "Keegan's Global Marketing Management, Seventh Edition, is an impressive revision of the classic work on global marketing and is without question the world's leading textbook for students and reference for business executives on

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"Warren Keegan is to global marketing what Philip Kotler is to marketing. As a student, then as a teacher, Keegan was my hero and there is still no one who comes anywhere near him for depth, excitement, clarity, and vision. This seventh edition is a book that stands head and shoulders above all others. It pushes the state-of-the-art to even new frontiers. For anyone interested in global marketing, whether student, teacher, or practitioner, this book is a must." — Professor Malcolm H.B. McDonald, Professor of Marketing Strategy and Deputy Director, Cranfield School of Management --This text refers to an out of print or unavailable edition of this title.

The leading graduate-level case text in international marketing, as well as a popular reference for practitioners, this Fifth Edition focuses on the opportunities and challenges of global markets and the threat of global competition across a broad spectrum of industries. --This text refers to an out of print or unavailable edition of this title.

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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this book is very basic ...it is like principles of marketing with international examples and a few international new definitions

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