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this leading book in international marketing features comprehensive cases that cover consumer industrial low tech and high tech product and services marketing specific chapter topics examine the global economic environment the social and cultural environment the political legal and regulatory environments global customers global marketing information systems and research global targeting segmenting and positioning entry and expansion strategies marketing and sourcing cooperation and global strategic partnerships competitive analysis and strategy product decisions pricing decisions channels and physical distribution global advertising promotion personal selling public relations sales promotion direct marketing trade shows sponsorship global e marketing planning leading organizing and monitoring the global marketing effort and the future of global marketing for individuals interested in a career in marketing

global marketing management provides comprehensive coverage of the issues which define marketing in the world today equipping students with some of the most current knowledge and practical skills to help them make key management decisions in the dynamic and challenging global trade environment

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