

Global Marketing Management

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Competitive Social Media Marketing Strategies -

Ozuem, Wilson 2016-02-02
Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Competitive Social Media Marketing Strategies presents a critical examination on the integration of social

networking platforms into business tactics and the challenges presented by consumers' use of these online communities. Highlighting pivotal issues such as brand management, customer loyalty, and online services, this publication is a pivotal reference source for business managers, professionals, advanced-level students, and consultants interested in the latest research on the use of digital media tools for business

opportunities.

Global Marketing Strategy -

Bodo B. Schlegelmilch 2022

This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, and examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures and managing the relationship between national subsidiaries, regional headquarters, and global headquarters, as well as

corporate social responsibility challenges and pertinent future trends that are likely to affect global business.

Global Marketing Management

- Kiefer Lee 2012-03-29

'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.

Global Marketing

Management - Warren J.

Keegan 2001

This book, the leading text for students in international marketing, adopts a strategic approach reflecting the importance of multinational corporations.

Global Marketing and

Advertising - Marieke de Mooij

2018-10-01

Packed with cultural, company, and country examples, this book offers a mix of theory and practical applications covering

globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications. The author helps define cross cultural segments to better target consumers across cultures and features content on how culture affects strategic issues, such as the company's mission statement, brand positioning strategy, and marketing communications strategy. It also demonstrates the centrality of value paradoxes to cross cultural marketing communications, and uses the Hofstede model to help readers see how their understanding of cultural relationships in one country/region can be extended to other countries/regions. Updates to the new edition include: Information and findings from recent studies, as well as new topics, including global public relations, culture and the media, and culture and the Internet. Global examples, with new cases from countries in Asia and Africa Includes broader background theory on

usage differences of new digital media, along with more extensive coverage of consumer behavior. A range of online instructor resources complement the book, including chapter-specific PowerPoint slides, downloadable advertising images from the book, chapter-specific questions and key points, and video examples of advertising from around the world. Suitable reading for students of International Marketing, Global Advertising or practitioners in global marketing departments. *Global Marketing* - Kate Gillespie 2021-09-30 Strategic, comprehensive, and concise, the fifth edition of this popular textbook introduces students to the important concepts of global marketing today, and their managerial implications. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a strategic

approach, recognizing the need to address both the forces of globalization and those of localization. Key updates include: Extensive real-life examples and cases from developed and emerging markets, including Africa, Latin America, and the Middle East; New topics such as digital distribution options, the participation of customers, and the rise of social media, including Twitter, Facebook, and TikTok; Updated exploration of often overlooked topics, such as China's state-owned enterprises, the importance of diasporas as target markets, the threat of transnational criminal organizations to legitimate marketers, and new tensions among trading partners; A stronger recognition of the need for a growth mindset, value orientation, and innovation. Written in a student-friendly style, this fully updated new edition continues to be the textbook of choice for students of global marketing.

Business to Business Marketing Management - Alan

Zimmerman 2017-09-25
Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them.

Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships - except this one. This textbook takes a global viewpoint, with the help of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the

text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

Global Marketing - Carlyle Farrell 2015-09-10

This new textbook introduces students to the essential concepts, theories and perspectives of Global Marketing and these are supported by real-world case studies from North America, Europe and the emerging markets of China, India and Latin America. These emerging markets are given balanced

coverage alongside developed markets and the text also includes a dedicated chapter on emerging markets multinationals. Practical in its orientation, the text equips students with the tools needed to make strategic marketing decisions and find solutions in a global business environment. Key features include: A full-colour text design with photos to help bring the content to life and enhance students' learning 'Spotlight on Research' and 'Expand Your Knowledge', introducing students to some of the seminal scholarly research undertaken in the field 'Real World Challenges' offering additional engaging practice-led examples to Case Studies in chapters and providing a scenario for students to analyse and reflect upon via questions A companion website (<https://study.sagepub.com/farrell>) offering a range of instructor and student support materials including PowerPoint slides, a testbank for instructors and quizzes for students

[Global Marketing Management](#)

- Warren J. Keegan 2011

Global Marketing

Management - Robert Dow
Buzzell 1992

Designing strategies for global competition; Global marketing programs; Organizing and controlling global marketing operations; Special issues in global marketing.

Global Marketing

Management - John A. Quelch
2006

GLOBAL MARKETING MANAGEMENT uses Harvard cases to examine the factors that affect marketing of goods and services worldwide. Emphasis is on marketing strategies of domestic marketers to international operations and the institutional structure that exists in international markets. Marketing strategies of corporate operations within the global arena are also examined. The greatest challenge to the complex new demands of the expanded, global marketplace comes in developing the organizational capabilities and managerial

competencies to implement a clearly defined strategic intent.

Global Marketing

Managements cases provide real examples of these challenges by presenting the issues faced by domestic companies such as Bausch & Lomb, Reebok, Gillete, DHL, and international firms such as Tesco, Plc, Silvio Napoli, Bajaj Auto. These cases help readers gain an understanding of real-world marketing in the international environment.

Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies -
Khosrow-Pour, D.B.A., Mehdi
2019-06-14

One of the most challenging obstacles for many businesses in successfully reaching a global market stems from cultural and language barriers and the lack of a clear understanding of this issue. It is critical for businesses to understand these cultural and language barriers and how to face them through effective communications and cultural sensitivity. The companies that

will thrive and see the most success are the ones whose employees communicate and collaborate effectively with customers, suppliers, and partners all over the world. *Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies* provides both empirical and theoretical research focused on ways that business professionals and organizations are breaking down cultural and language barriers, integrating cultural sensitivity, and implementing cross-cultural management practices into their daily business practices. Featuring research on topics such as origin effects, consumption culture, and cross-cultural management, managers, consultants, academic researchers, practitioners, business educators, and advanced students in various disciplines will find the content within this publication to be beneficial.

Global Marketing Management - Warren J. Keegan 2013-04-15

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.

Advances in Global Marketing - Leonidas C. Leonidou 2017-10-20

This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings. It covers a wide array of key areas of international marketing research such as cross-cultural consumer behavior, foreign market entry modes, international entrepreneurship, international marketing strategy, country-of-origin effects, internationalization process, international buyer-seller relationships, corporate social responsibility, and international marketing performance. With both theoretical and empirical

contributions by prominent researchers from all over the world, the book highlights and advances extant knowledge on global marketing and offers recommendations for future research. It builds a useful reference for scholars, doctoral researchers, and senior students in international marketing/business.

Global Marketing - Ilan Alon
2016-11-10

Global Marketing provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically, and apply tools and techniques creatively in order to respond decisively in a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has

occurred. A shift toward greater consideration of services marketing as more companies move away from manufacturing. A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present. Chapters on social media, innovation, and technology teach students how to incorporate these new tools into their marketing strategy. New material on sustainability, ethics, and corporate social responsibility; key values for any modern business. Short cases and examples throughout the text show students how these principles and techniques are applied in the real world. Longer cases provide instructors and students with rich content for deeper analysis and discussion. Covering key topics not found in competing books, Global Marketing will equip students with the knowledge and confidence they need to become leading marketing managers. A companion website features an

instructor's manual with test questions, as well as additional exercises and examples for in-class use.

Global Marketing Management Strategies - Vivek Deolankar
2017

Global Marketing Management System - Basil J. Janavaras
2017

This is the second edition of the Global Marketing Management System (GMMS). The GMMS approach (GMMS book + GMMSO4 software) provides a rigorous theoretical base and a comprehensive, systematic and integrative planning process designed to guide students and managers alike through the decision-making process of a company seeking global market opportunities. The book aims to provide a structure, platform, tools and a systematic step-by-step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation. It introduces the GMMS process as a

demonstration of a successful application of using web-based tools in teaching international business. The book also facilitates the ability of students to enhance their understanding of decision making in international management and bridge the gap between theory and practice.

Global Marketing Research - V. Kumar 2015-10-13

Provides global/international view of marketing and marketing research; how to conduct research

Business to Business Marketing Management - Alan Zimmerman 2013-04-12

Business to business markets are considerably more challenging than consumer markets and demand specific skills from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. The products themselves may be highly complex, often requiring a sophisticated buyer to understand them. Increasingly,

B2B relationships are conducted in a global context. However all textbooks are region-specific—except this one. This textbook takes a global viewpoint, with an international author team and cases from across the globe. Other unique features of this excellent textbook include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics early in the text; detailed review of global B2B services marketing, trade shows and market research; This new edition has been completely rewritten, and features expanded sections on globalisation and purchasing, plus brand new sections on social media marketing and intellectual property. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. At the same time, it's comprehensive enough to cover all the aspects of B2B marketing any marketer needs,

be they students or practitioners looking to improve their knowledge. Global Marketing, Global Edition - Warren J. Keegan
2015-04-30

For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing.

MyMarketingLab for Global Marketing is 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 exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

Cross-Border E-Commerce Marketing and Management - Hoque, Md. Rakibul

2020-10-30

The continued advancement of globalization, increases in internet connectivity, compatibility of international payment systems, and adaptability of logistics and shipping processes have combined to contribute to the rapid growth of the cross-border e-commerce market. Due to these advancements and the ubiquitous presence of smartphones, consumer use of cross-border e-commerce is increasingly simplified, and thus, sellers are hardly restricted to a specific country in terms of promoting, selling, and shipping goods worldwide. The burgeoning opportunities, habits, and trends of shopping on cross-border e-commerce platforms have expedited the prospect of becoming a presence in the global market. This is true for enterprises of all sizes, especially for small and medium-sized enterprises (SMEs) that want to add their footprint in the international market for the first time. Like any other industry, cross-border e-commerce has its

specific economics and driving forces, but has different scopes, challenges, and trends due to the geographic and cultural expanse of relevant environments. Cross-Border E-Commerce Marketing and Management was conceptualized by identifying the scope of new complementary information with a comprehensive understanding of the issues and potential of cross-border e-commerce businesses. The authors believe that this book will not only fill the void in the current research but will also provide far-sighted vision and strategies, as it covers big data, artificial intelligence, IoT, supply chain management, and more. This book provides the necessary knowledge to managers to compete with the competitive market structure and ultimately contribute to the sustainable economic growth of a country. It works as a guideline for existing cross-border e-commerce managers to formulate individual strategies that combine to optimize the

industry while keeping the enterprise competitive. This book is useful in both developed and developing country contexts. This publication is an ideal resource for academicians, policy makers, stakeholders, and cross-border e-commerce managers, especially from SMEs.

Managing Global Customers -

George S. Yip 2007-09-06

Multinational companies need to manage their relationships with multinational customers with a globally integrated approach. This book provides a systematic framework for developing and implementing such global customer management programs. It draws on in-depth research at over 20 major U.S. and European multinational companies, such as ABB, Bechtel, BP, Bosch, British Airways, Carrefour, Daimler-Chrysler, Hewlett-Packard, HSBC, IBM, Schlumberger, Shell, Siemens, Tesco, Unilever, Vodafone, Wal-Mart, and Xerox. Readers will learn how to · think about managing

global customers in the context of their overall global strategy · develop effective global customer management programs · overcome barriers to implementation and success · build better relationships with important customers · get the entire company to engage with managing global customers This book takes a strategic, total business, and not just sales approach to managing global customers. It also takes a customer as well as a supplier perspective. The book provides guidance on both strategy and implementation. Yip and Bink's Managing Global Customers takes a systematic and logic driven approach, yet provides many creative insights and practical advice. Managing Global Customers highlights the rewards of taking a step beyond global account management to create a Global Customer Management approach, integrating globally all aspects of the relationship between supplier and customer. The book gives a framework that guides

international companies in using their relationships with global customers to their full potential. George Yip, author of the widely-praised Total Global Strategy, and Audrey Bink tackle in-depth one of the most important aspects of global strategy: How to manage global customers.

Beyond Hofstede - Cheryl Nakata 2009-07-16

Hofstede introduced a culture paradigm that has been widely influential in international business. However, its relevance in light of culture's increasing complexity due to globalization has been questioned. Alternative culture frameworks and perspectives are offered by leading scholars in global marketing and management.

Beyond Hofstede - Cheryl Nakata 2009-07-16

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alternative culture frameworks and perspectives are offered by leading scholars in global marketing and management.

Global Marketing Management

- Gustavo Morales 2018-07-02

Global Marketing is invaluable text for M.Com, and MBA students studying international or global marketing. Today, many companies have trouble deciding whether using a truly global marketing strategy is right for them. There is a slight trend back toward localization due to new efficiencies of customization made possible by technology, the Internet, and new manufacturing processes.

"e;Mass Customization"e; has now taken the place of "e;Mass Production."e; In today's world, the customer does not always respond to a "e;one size fits all"e; approach. Global marketing is also a field of study in general business management to provide valuable products, solutions and services to customers locally, nationally, internationally and worldwide. Global Marketing Management equips students with

knowledge and skills to enable them to make key management decisions and understand how organisations may be navigated through the increasingly dynamic and challenging global trading environment. Global marketing management is of great importance to a company that is looking to offer its product in an international market. This book will give a high level overview of the planning and organization marketing leaders must address when considering a new country to sell its product in.

Global Marketing Strategy -

Bodo B. Schlegelmilch

2022-03-19

This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized master's programs.

In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas

markets, evaluating market entry alternatives, and examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures and managing the relationship between national subsidiaries, regional headquarters, and global headquarters, as well as corporate social responsibility challenges and pertinent future trends that are likely to affect global business.

Global Agricultural Marketing

Management - Steve Carter

1997

Global Marketing Strategies for the Promotion of Luxury Goods

- Mosca, Fabrizio

2016-03-31

Vast markets for high-symbolic-value goods serve as an expansive worldwide arena where luxury brands and

products compete for consumer attention. As global luxury markets have grown and continue to grow, uncovering successful methods for maintaining brand image and consumer desire is critical to the success of high-end brands. *Global Marketing Strategies for the Promotion of Luxury Goods* explores the latest promotional trends, business models, and challenges within the luxury goods market.

Focusing on strategies for achieving competitive advantage, new market development, as well as the role of the media in luxury brand building, this timely reference publication is designed for use by business professionals, researchers, and graduate-level students.

Digital Strategies in a Global Market - Natalia Konina
2021-01-02

This book examines the impact of the Fourth Industrial Revolution on business strategy, marketing, management, sustainability innovation, and various kinds of industry. It provides a broad

overview of ways that organisations have sought to develop a digital strategy, and explores the challenges and opportunities posed by a rapidly transforming digital world. It draws on European and Russian case studies, with chapters addressing smart cities, corporate governance, the digital single market, and agrobusiness. This book will be of interest to academics and practitioners in management and economics, who are interested in digital strategies performance in global markets.

Global Marketing Management - Kiefer Lee
2009

'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.

Global Marketing Management - Masaaki

(Mike) Kotabe 2022-10-04
An indispensable resource for students of marketing, management, and international business In the newly revised ninth edition of Global Marketing Management, a decorated team of international marketing professionals delivers an authoritative discussion of the realities of global marketing in today's economy and an insightful exploration of the future of marketing to an international audience. You'll obtain an integrated understanding of marketing best practices on a global scale, complete with relevant historical background and descriptions of current marketing environments. The latest edition builds on four major structural changes to the global marketing environment: growing anti-globalization sentiment, the growth of information technology tools, the increasing demand for personalization, and the environmental impact of business activity. In-depth case studies offer lively discussions of real-world global marketing

campaigns and are accessible online. Global Marketing Management also provides: Thoroughly updated examples and case studies with contemporary information An ongoing emphasis on the increased volatility and uncertainty of today's global markets Updated discussions of the balance to be struck between pursuing economies of scale and respecting unique cultural sensitivities New explorations of major global environmental and ethical issues New chapters on emerging markets, internet marketing, and corporate social responsibility

Global Marketing Management

- Masaaki (Mike) Kotabe 2016-12-01
The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of

international marketing are more “multilateral.” Suitable for 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.

Global Marketing - Johny K. Johansson 2009

Global Marketing - Ilan Alon
2020-08-17

Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment. Alon et al.

provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred; A shift toward greater consideration of services marketing as more companies move away from manufacturing; A shift from developed markets to emerging markets with more dynamic environments A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present; Chapters on social media, innovation, and technology teaching students how to incorporate these new tools into their marketing strategy; New material on sustainability, ethics, and corporate social responsibility; key values for any modern business; Short and long cases and examples throughout the text show students how these principles and techniques are

applied in the real world; Covering key topics not found in competing books, Global Marketing will equip today's students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

Global Marketing

Management - Warren J. Keegan 1999

Global Marketing Management, Sixth Edition, continues to be one of the most widely used graduate-level case texts in international marketing and a popular reference for practitioners as well. This edition focuses on the opportunities and challenges of global markets and on the threat of global competition across a broad spectrum of industries.

Global Marketing - Johny Johansson 2007

Readings in Global Marketing Management - C. Robert Patty 1969

Global Marketing

Management System - Basil Janavaras 2017-04-25

This is the second edition of the Global Marketing Management System (GMMS). The GMMS approach (GMMS book + GMMSO4 software) provides a rigorous theoretical base and a comprehensive, systematic and integrative planning process designed to guide students and managers alike through the decision-making process of a company seeking global market opportunities. The book aims to provide a structure, platform, tools and a systematic step-by-step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation. It introduces the GMMS process as a demonstration of a successful application of using web-based tools in teaching international business. The book also facilitates the ability of students to enhance their understanding of decision making in international

management and bridge the gap between theory and practice. More about GMMSO
GMMSO4 Student User Guide (2 MB) What is GMMS? For Professors (2 MB) What is GMMS? For Consultants and SMEs (2 MB) Contents:The Global Marketing Management System:Introduction:Globalization and the Need for a Global Business EducationProject-based Learning and GMMSOUnderstanding the Firm's Strategic Position:Information ScanningPerforming a Firm Level Strategic AnalysisSummaryThe Search for Global Markets:The Decision Making ProcessPreliminary Screening of MarketsThe Process of Screening Countries Using Three Separate Screening Matrices Performing an in-Depth Market Analysis of the Two Best MarketsMarket and Company Sales PotentialAnalyzing Market/Country Specific Competitive AnalysisIdentification of Country-entry Conditions for

the FirmAnalysis of Financial and Market Entry ConditionsCreating an Entry Strategy into a Selected Market:Selecting an Entry Mode into the Target MarketThe Business Environment of the Selected MarketCreating a Marketing Plan with Its Firm Specific Goals and ObjectivesDeveloping a Product StrategyDeveloping a Pricing StrategyCreation of a Promotional StrategyDeveloping of a Distribution StrategyCreation of a Financial StrategyCreating the Organizational Structure for the New MarketUnderstanding Exit Strategy and ScenariosSummaryThe GMMSO4 Software System:GMMSO4:What Is GMMSO?Bridge the GapBenefitsBackground to the Development of the Online Version of the GMMS MethodLearning OutcomesCase Study:Lafkiotis Winery Entry into United States: A Report Created by Using the GMMSO4

SystemLafkiotis Winery's Strategic AnalysisThe Search for Global MarketEntry Strategy into the US Market Readership: Students, instructors, researchers and professionals working in the fields of marketing management, global strategy and international business.

Global Marketing

Management - Masaaki Kotabe 2011

Global Marketing Management 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. The 5th Edition further addresses some peculiar phenomenon being observed in global marketing today. Whether they choose to

pursue marketing careers, all students learn how marketing managers can affect other business functions for effective corporate performance on a global basis and how to work effectively with others for the same corporate goal. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

Global Marketing

Management - Kiefer Lee 2005

Providing coverage of the issues which define marketing in the world today, this title covers long-standing topics, integrates and draws on new and existing theoretical insights from other management disciplines including services marketing, knowledge management, relationship marketing, e-commerce and e-business and corporate social responsibility.