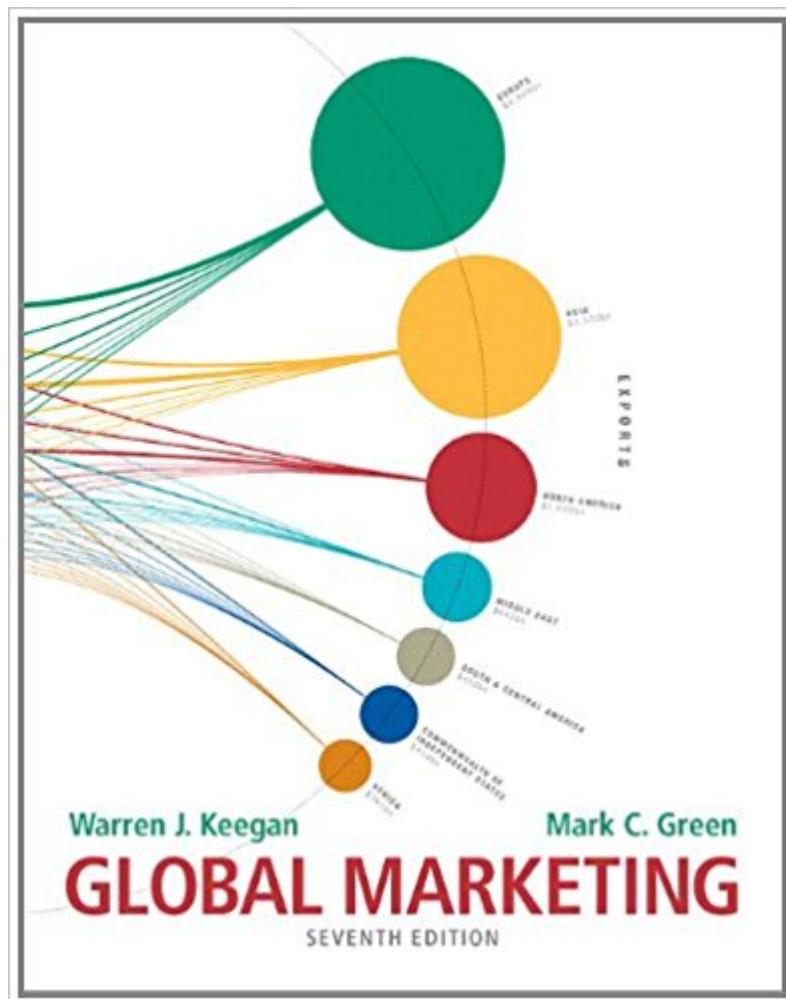


The book was found

# Global Marketing (7th Edition)



## **Synopsis**

The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help readers apply the 4Ps to global marketing. The seventh edition examines the effect of the global financial crisis on global marketing strategy.

## **Book Information**

Paperback: 592 pages

Publisher: Prentice Hall; 7 edition (January 30, 2012)

Language: English

ISBN-10: 0132719150

ISBN-13: 978-0132719155

Product Dimensions: 8.4 x 0.9 x 10.8 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 52 customer reviews

Best Sellers Rank: #95,967 in Books (See Top 100 in Books) #14 in Books > Business & Money > International > Exports & Imports #27 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #30 in Books > Business & Money > International > Global Marketing

## **Customer Reviews**

Used at Western Washington University in 2010. If you're fascinated by marketing, you'll probably like this book. If you think telemarketers are marketing professionals, you probably won't like this book. The case studies were interesting. Like most people, I rely on honest product reviews to make purchase decisions. Because the experience of others has been so helpful to me, I try to provide honest, helpful reviews to assist other shoppers in selecting the right products for them. I hope my review has been helpful to you!

Love the book

Very up-to-date-textbook with real world scenarios. I wanted to purchase this book as an e-book. The great disappointment I have with this book is the publisher chose not to enable "text to speech". I also was about to purchase the Kindle Fire when I discovered the book did not have this feature. Why should I purchase the Kindle Fire or all new generations Kindle if the books I purchase do not have the "text to speech " feature enabled?

I bought this for an International Marketing course which actually required the 6th edition. Instead of paying \$90+ for the newer version, I paid about ten dollars. The page numbers are different from the new version but the content is almost exactly the same. Most of the case studies in this book are the same as in the new version, but there are two are three in the 6th edition that aren't in this edition. I haven't had any troubles using this edition in place of the newer one. The book arrived quickly and in perfect condition. Glad I saved a ton of money without sacrificing quality or content.

The book arrived on time. The quality is pretty good, some of the pages are just very folded. It is a good option if you want a fairly good book and want to feel certain that it will arrive on time.

Good shape book .... no problem on delivery or anything else.Thanks.

Great book! Exactly what I was looking for!

good book, good price

[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 (7th 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) Marketing for Hospitality and Tourism (7th Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)