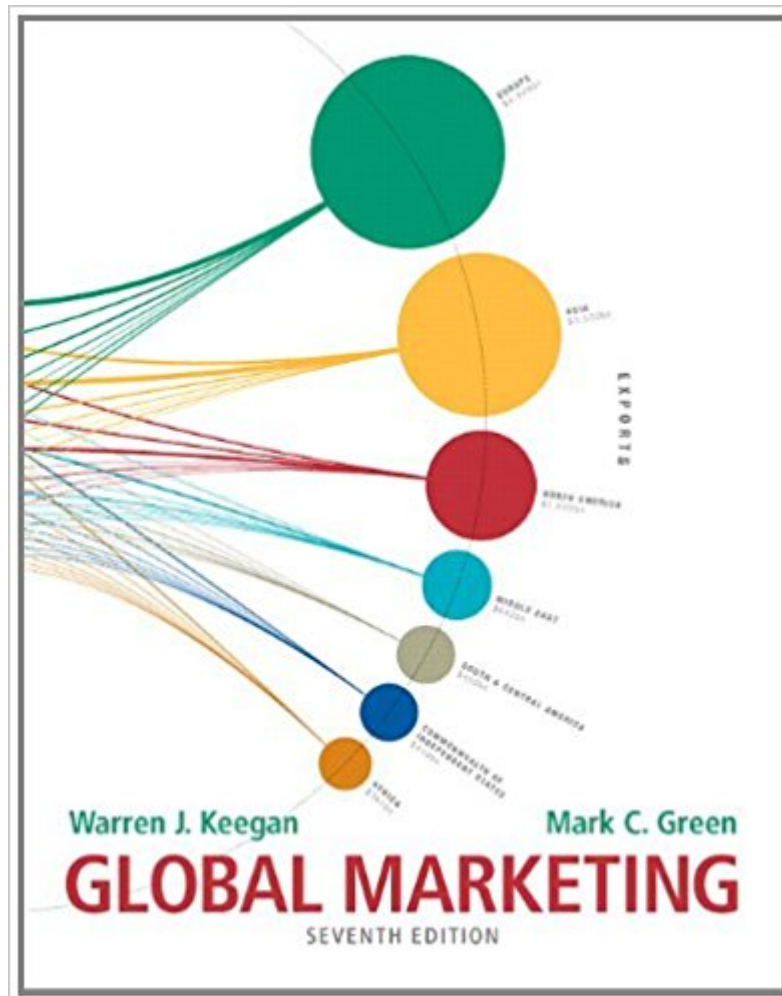




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# Global Marketing (7th Edition)



## Synopsis

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

## Book Information

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## 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 or 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

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