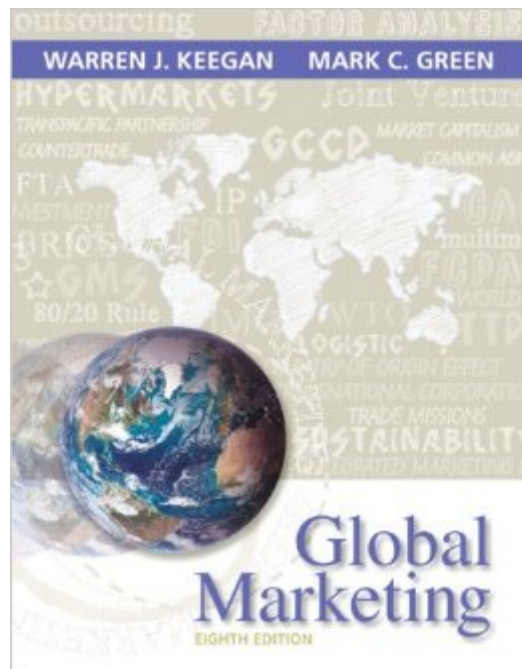


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# Global Marketing (8th Edition)



## Synopsis

For undergraduate and graduate global marketing courses. • 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. • This program will provide a better teaching and learning experience—for you and your students. Here's how:

- **Improve Results with MyMarketingLab:** MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.
- **Bring Global Marketing to Life with Real-World Examples:** The cases in this text were written to encourage student interest and learning, stimulate class discussion, and enhance the classroom experience for students and instructors.
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• **Note:** You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133472221/ISBN-13: 9780133472226. That package includes ISBN-10: 0133545008/ISBN-13: 9780133545005 and ISBN-10: 0133576353/ISBN-13: 9780133576351. • MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. • • •

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The content of the book is very good but the end of the chapter cases are very weak. As a student, I use the cases at the end of each chapter to further my learning and get a better understanding of how companies use the concepts that were just read in the chapter. This book falls short in that area and that is why I gave the book 3 stars.

I am not sure why this ebook is not compatible reading on windows 8, very disappointing. So far, the only device I am able to access the book is from my iPhone, definitely not what I was expecting.

Very eye-opening text, focusing on relevant issues to be considered when 'thinking global'. Insights galore and frameworks to be guided by. Made it to my library!

A good textbook, but full of outdated statistics and examples. Why would you release the next edition if it is not up to date? Well, I guess I know why.

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