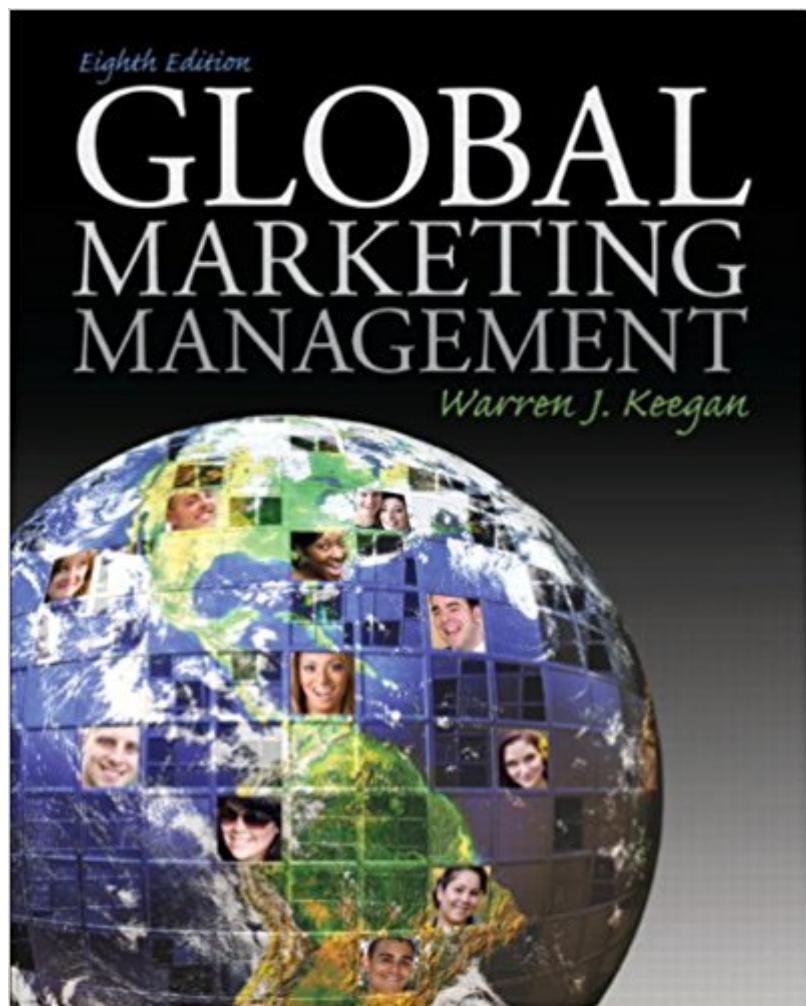


The book was found

Global Marketing Management (8th Edition)



Synopsis

The leading MBA text in international marketingâ “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.

Book Information

Hardcover: 480 pages

Publisher: Pearson; 8 edition (April 25, 2013)

Language: English

ISBN-10: 0136157394

ISBN-13: 978-0136157397

Product Dimensions: 8 x 1.2 x 9.9 inches

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

Average Customer Review: 3.9 out of 5 stars 14 customer reviews

Best Sellers Rank: #231,923 in Books (See Top 100 in Books) #82 inÂ Books > Business & Money > International > Global Marketing #146 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel #252 inÂ Books > Textbooks > Business & Finance > International Business

Customer Reviews

"In the seventh edition of his successful text, Warren Keegan offers a unique blend of managerial relevance, up-to-date examples and theoretical insight. This text is a pleasure to read for students and practitioners alike. Once again, this edition convincingly demonstrates why Warren Keegan's text stands out from the crowd." — Professor Bodo B. Schlegelmilch, Editor, Journal of International Marketing Chair of International Marketing and Management, Vienna University of Economics and Business Administration "Warren Keegan's new edition of Global Marketing Management will be a classic text, for its scope, breadth, and insights. He takes the reader with ease, clarity and high competence from the fundamentals of Global Marketing Management to the frontiers of Global e-marketing. In a digitizing world, where the globalization of marketing will be increasingly instantaneous and irreversible, Keegan's book, I predict, will be essential reading and an indispensable reference." — Howard V. Perlmutter, Ph.D, Emeritus Professor of Social Architecture and Management, The Wharton School "Keegan's Global Marketing Management, Seventh Edition, is an impressive revision of the classic work on global marketing and is without question the world's leading textbook for students and reference for business executives on international and global marketing. Warren Keegan covers everything, from the fundamental

concepts; tools and core issues to the contemporary up to the minute 'hot' topics. Keegan is the world's leading 'guru' on Global Marketing and he shares his vast understanding and knowledge in this impressive revision." — Hermawan Kartajaya, Governor, Asia Pacific Marketing Federation

"Warren Keegan is to global marketing what Philip Kotler is to marketing. As a student, then as a teacher, Keegan was my hero and there is still no one who comes anywhere near him for depth, excitement, clarity, and vision. This seventh edition is a book that stands head and shoulders above all others. It pushes the state-of-the-art to even new frontiers. For anyone interested in global marketing, whether student, teacher, or practitioner, this book is a must." — Professor Malcolm H.B. McDonald, Professor of Marketing Strategy and Deputy Director, Cranfield School of Management --This text refers to an out of print or unavailable edition of this title.

The leading graduate-level case text in international marketing, as well as a popular reference for practitioners, this Fifth Edition focuses on the opportunities and challenges of global markets and the threat of global competition across a broad spectrum of industries. --This text refers to an out of print or unavailable edition of this title.

This book is very informative, however it is quite plain in dull. I was a little disappointed considering that Pearson does an excellent job with its other business textbooks like Operations Management (Heizer) and Strategic Management (Fred R. David), which come with illustrative PowerPoints. First of all, other than the front page, the text inside has NO COLOR! It's just plain text and no glossary of terms! They don't bold key terms and there's no glossary for students to check if they know these key terms (esp. for test since the profs use the test bank). In addition to the lack of illustrations, I felt that the cases could have come at the end of the chapter instead of these numerous side boxes which make the chapter even longer than it already is. I also felt that the authors could have been more concise with their writing since were many run on sentences and a few typos. Of course, no one is perfect, but if I'm gonna spend \$300 for this book, I expect the best! This was the required text for my class, but perhaps the authors have improved with the 2014 edition that has the MyMarketingLab. My prof said that newer edition didn't have enough instructor resources so they chose this older edition instead.

. The book provides some fundamentals that will guide an individual.

One of the best books for people who will be conducting research. The book provides some

fundamentals that will guide an individual.

Excellent book on this subject. Has a very good flow with many real time examples and cases

Great book. Great service by .

This was the best deal I have come across in my entire life. I recommend anyone unsure to use this seller for your book purchases, if possible. Thanks!!Jesse

This book would have cost me around \$140.00 to buy at the book store! Bought it here for less than \$6! It was in great condition and I received very fast!

this book is very basic ...it is like principles of marketing with international examples and a few international new definitions

[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 Global Marketing Management (8th Edition) 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 (8th Edition) Strategic Marketing Management, 8th Edition General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)