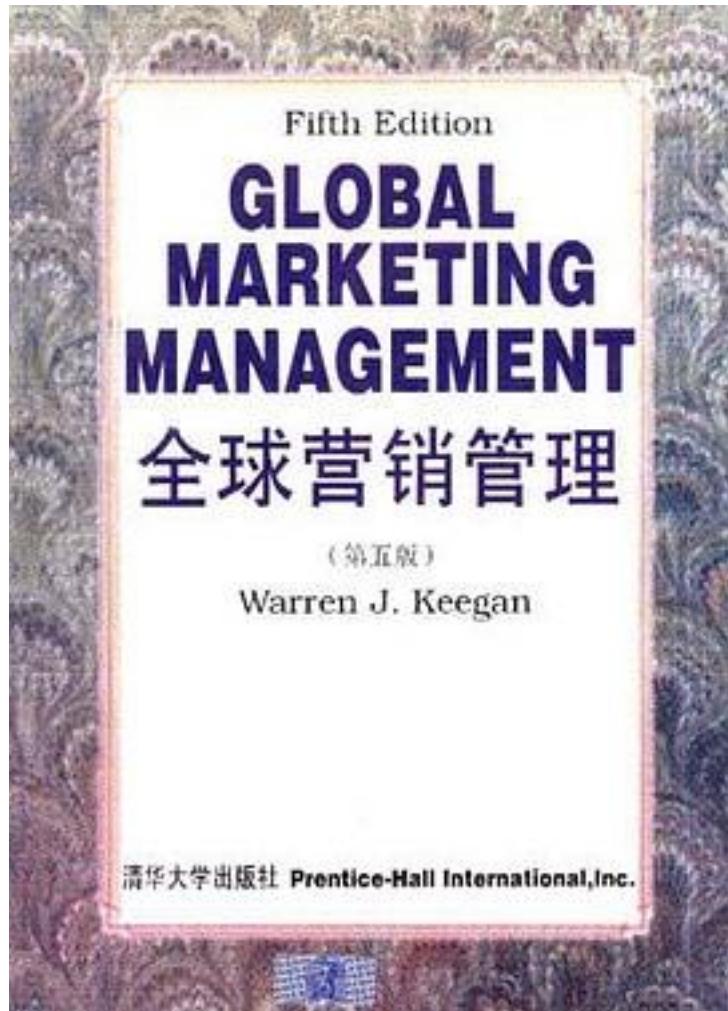


GLOBAL MARKETING MANAGEMENT 全球营销管理(第五版)



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内容提要

本书作者所著的《多国营销管理》（1974）一书曾开创国际市场营销之先河。本书则沿袭了《多国营销管理》的优点，即将最新的实践经验与研究成果和对该领域未来发展的预期引入书中，同时，把MBA课程的案例训练与行文内容相结合，从而使该书在世界范围内具有一定影响。

全书共分五部分十九章。分别讲述概念及基本理论、营销环境、市场分析、营销战略和营销组合，把战略性思想贯穿始终。并细致地分析了跨国公司的动态发展阶段，对每一阶段的各个方面都有相应的针对性论述。书中关于竞争优势和策略同盟的部分也很有特色，而最后一部分将营销组合综合考虑的方法无疑能引导读者学会纵观全局。

由于兼顾到理论与实际，本书既适合学生学习也可用作实际工作者的参考。但书中并没有对操作细节的赘述，着重训练思维而不是面向实务，因为能紧密围绕中心，结果与重点比较合理，避免了许多同类书籍头绪太多而成为一盘散沙、组织不起来的缺点。虽然有所侧重，但并不妨碍全貌的完整。第五版比较以前各版更为全面和细致。为了保持完整性，除新加章节外作者更对旧有章节进行了全面改写，加上文字流畅，思路引人入胜，有一气呵成之感。从某种意义上说，本书代表了管理学者的国际经济学观点，而营销已经被揉合在经营哲学里面，所以才更深入、更生动。

本书既可用作大学商学院的教学用书，也可供买务人员参考。

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