

Global Marketing



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Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. Extensive coverage of hot topics such as blue ocean strategy; celebrity branding; brand piracy; and viral marketing. * Brand new case studies focus on globally recognised brands and companies operating in a number of countries, including IKEA, Philips, Nokia, Guinness and Cereal Partners Worldwide. * All new video cases accompany every chapter and are available at www.pearsoned.co.uk/hollensen, featuring such firms as Nike, Starbucks, BMW, Ford and McDonalds.

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