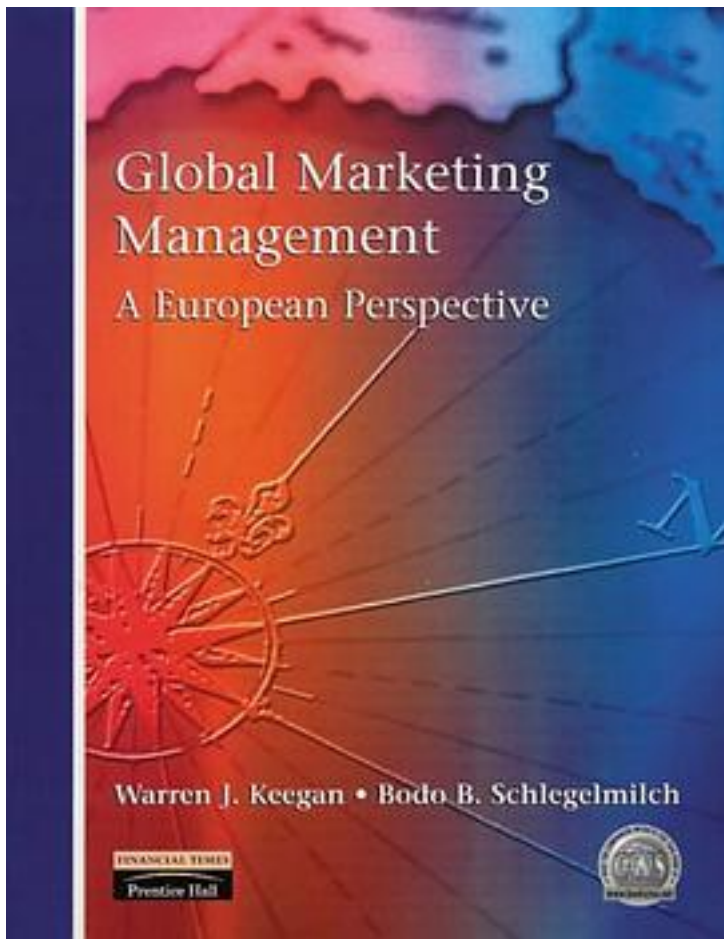


# Global Marketing Management



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#### 作者介绍:

` "[Global Marketing Management] is lively, rigorous, comprehensive and well produced. A fine example of the genre" Jim Blythe, reader in marketing, Glamorgan Business School, from the THES February 2006

` The book achieves an enviable balance of breadth with depth in a concise and readable manner and provides an important contribution to the literature on global marketing. Particularly useful are the numerous vignettes with which the text is illustrated. These bring the theory to life as well as providing excellent material for class discussion and debate. The book is well researched and will find a ready market in final year undergraduate as well as masters level international marketing courses. ' Professor Graham Hooley, Senior Pro-Vice-Chancellor, Aston Business School, UK

` This book provides a comprehensive and contemporary treatment of global marketing management. A key feature is its up-to-date coverage of such important issues as managing global customer relationships, social responsibility and ethics, and knowledge management.' Professor David Jobber, Professor of Marketing, University of Bradford, UK

` "[Global Marketing Management] is lively, rigorous, comprehensive and well produced. A fine example of the genre" Jim Blythe, Reader in Marketing, Glamorgan Business School, from the THES February 2006 --This text refers to an alternate Paperback edition.

#### Product Description

The second edition of Global Marketing Management addresses contemporary issues in international marketing such as climate change and sustainable development, service delivery and service quality, technology, strategic branding, and building and maintaining relationships. These issues have brought about new challenges at both strategic and operational levels to organisations of all sizes, and at various stages of internationalization. The authors examine the implications of these issues and consider how they may be applied to the management of global marketing programmes. A new chapter on strategic brand management has been added for the new edition, and content on knowledge management and the digital age is now integrated throughout the text as a whole, reflecting changes in marketing practice.

Global Marketing Management equips students with knowledge and skills to enable

them to make key management decisions and understand how organizations may be navigated through the increasingly dynamic and challenging global trading environment. It enables students to identify, evaluate, and integrate a wide range of management concepts to create and execute highly effective global marketing programs, as well as analyse and remedy management problems in managing global operations. Students will be able to assess and monitor a company's effectiveness, and examine the implications and applications of contemporary thinking on global marketing management.

The online resource center accompanying the text will be updated for the new edition. The list of features is as follows:

Lecturer resources:

Instructor's manual

PowerPoint slides

Seminar activities

Video clips

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