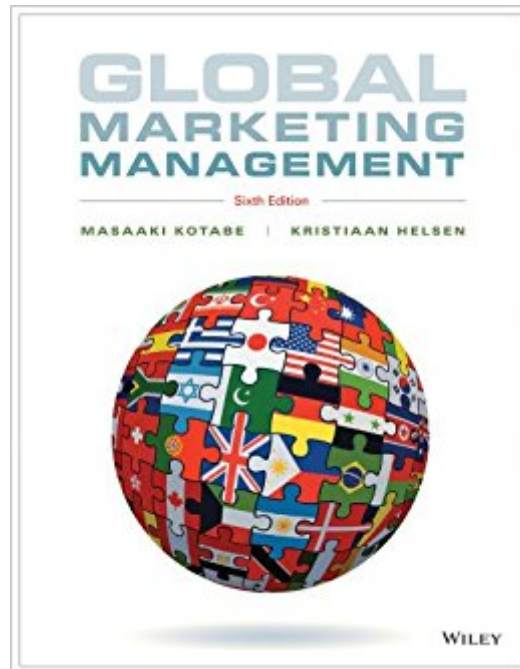


The book was found

# Global Marketing Management, 6th Edition



## Synopsis

Global Marketing Management 6e prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out clearly and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more multilateral. Relevant to all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

## Book Information

File Size: 28603 KB

Print Length: 696 pages

Simultaneous Device Usage: Up to 3 simultaneous devices, per publisher limits

Publisher: Wiley; 6 edition (January 31, 2014)

Publication Date: March 31, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00JDRQF7S

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #316,048 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #37

in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #83

in Books > Business & Money > Marketing & Sales > Marketing > Industrial #95 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Multilevel

## Customer Reviews

It reads very easily, and the concepts are easily understandable. The information is well-rounded, covering all aspects of business and how they relate to global marketing. This textbook was required reading for a graduate global marketing course.

It's a textbook...pure and simple. There isn't anything too exciting and it isn't made for reading cover to cover. It does bold key terms but there is no glossary. The index is easy to use.

Really bad condition. There is writing all over it and also the highlighting does not make since so it is hard to read. The cover paper and is ripped, about to fall off.

The book was a little tore up when I got it and there was quite a bit of highlighted material. I was expecting a less beaten book, but it worked just fine.

Great insight and content. Strong information, concepts and backing. Not formatted well for a textbook, not easy to read quickly.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) 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) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Global Marketing: Foreign Entry, Local Marketing, and Global Management Global Marketing Management, 6th Edition Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from

Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire)

[Dmca](#)