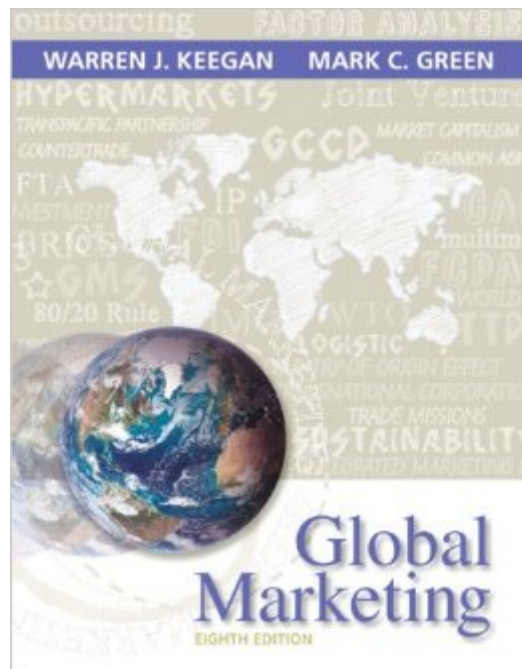


The book was found

Global Marketing (8th Edition)



Synopsis

For undergraduate and graduate global marketing courses. • The excitement, challenges, and controversies of global marketing. • Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. • MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. • This program will provide a better teaching and learning experience—for you and your students. Here's how:

- Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.
- Bring Global Marketing to Life with Real-World Examples: The cases in this text were written to encourage student interest and learning, stimulate class discussion, and enhance the classroom experience for students and instructors.
- Highlight Key Emerging Markets: Continued expanded coverage on the growing impact of emerging nations.

• Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133472221/ISBN-13: 9780133472226. That package includes ISBN-10: 0133545008/ISBN-13: 9780133545005 and ISBN-10: 0133576353/ISBN-13: 9780133576351. • MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor. • • •

Book Information

Paperback: 608 pages

Publisher: Pearson; 8 edition (January 17, 2014)

Language: English

ISBN-10: 0133545008

ISBN-13: 978-0133545005

Product Dimensions: 8.4 x 0.9 x 10.7 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 3.9 out of 5 stars • See all reviews • (23 customer reviews)

Best Sellers Rank: #25,699 in Books (See Top 100 in Books) #10 in Books > Business & Money > International > Global Marketing #32 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #49 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

I'm disappointed with the book, it is missing pages 235-266, and it wasn't on the description. The book has a sticker that the book was inspected, but maybe they need better inspection! Unfortunately, the price of the book was more expensive when I realize about this issue and I decided to keep it because that was my only option with a 20% partial refund.

The content of the book is very good but the end of the chapter cases are very weak. As a student, I use the cases at the end of each chapter to further my learning and get a better understanding of how companies use the concepts that were just read in the chapter. This book falls short in that area and that is why I gave the book 3 stars.

I am not sure why this ebook is not compatible reading on windows 8, very disappointing. So far, the only device I am able to access the book is from my iPhone, definitely not what I was expecting.

Very eye-opening text, focusing on relevant issues to be considered when 'thinking global'. Insights galore and frameworks to be guided by. Made it to my library!

A good textbook, but full of outdated statistics and examples. Why would you release the next edition if it is not up to date? Well, I guess I know why.

Great information and examples to learning about marketing. The pages sat too thin and delicate

Arrived right on time and exactly as expected!

Good product. Fast shipping

[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 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) Global Marketing (8th Edition) Global Marketing Management (8th Edition) Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition) 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)

[Dmca](#)