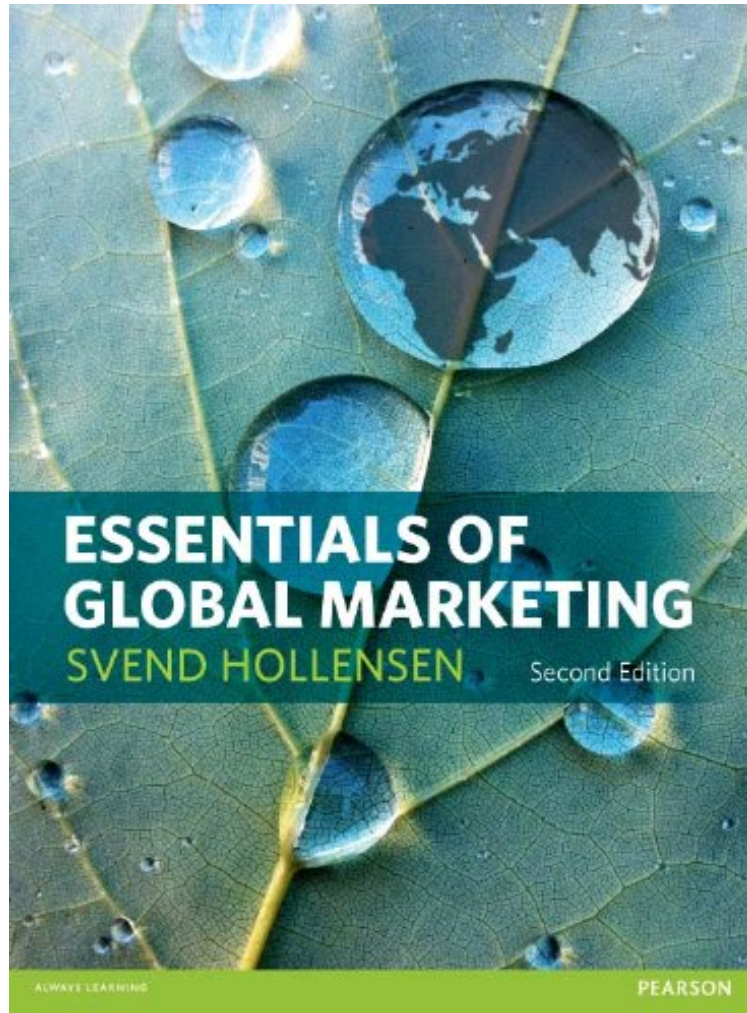


Essentials of Global Marketing

Svend Hollensen

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Essentials of Global Marketing offers a concise and manageable approach to the subject. The accessible structure takes the reader through the entire international marketing planning process, and fundamental concepts are illuminated by examples from a wide range of companies, small and large, from around the world.

From the Back Cover Essentials of Global Marketing offers a concise and manageable approach to the subject. The accessible structure takes the reader through the entire international marketing planning process. Fundamental concepts are illuminated by examples from a wide range of companies, small and large, from around the

world. This second edition builds on the success of the first and continues to break new ground with: Information from the latest journal articles and up-to-date company facts. New coverage of modern concepts such as hybrid sales channels, service-dominant logic and social media marketing, especially Web 2.0 and crowd-sourcing. New coverage of BRIC countries, special cultural issues in China, gift-giving in different cultures and marketing to 'bottom of pyramid' (BOP) in emerging countries. Coverage of corporate social responsibility. New case studies from companies such as Barnes Noble, Zam Zam Cola, Green Toys and Polaroid Eyewear. New interactive features for students and lecturers, hosted at www.pearsoned.co.uk/hollensen, including multiple choice quizzes for every chapter, video case studies of internationally recognized companies to accompany each part, a 28-page downloadable appendix covering marketing research and the decision-support system, and, for lecturers, media-rich PowerPoint slides. 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. Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations.

www.pearsoned.co.uk/hollensen About the Author Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organisations.