



Global Marketing Management (8th Edition)

By Warren J. Keegan

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The leading MBA text in international marketing—with comprehensive cases. This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing.

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Global Marketing Management (8th Edition) By Warren J. Keegan Bibliography

- Sales Rank: #635387 in Books
- Brand: Brand: Prentice Hall
- Published on: 2013-04-25
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x 1.20" w x 8.00" l, .0 pounds
- Binding: Hardcover
- 480 pages

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Editorial Review

Review

"In the seventh edition of his successful text, Warren Keegan offers a unique blend of managerial relevance, up-to-date examples and theoretical insight. This text is a pleasure to read for students and practitioners alike. Once again, this edition convincingly demonstrates why Warren Keegan's text stands out from the crowd."
— Professor Bodo B. Schlegelmilch, Editor, *Journal of International Marketing Chair of International Marketing and Management, Vienna University of Economics and Business Administration*

"Warren Keegan's new edition of *Global Marketing Management* will be a classic text, for its scope, breadth, and insights. He takes the reader with ease, clarity and high competence from the fundamentals of Global Marketing Management to the frontiers of Global e-marketing. In a digitizing world, where the globalization of marketing will be increasingly instantaneous and irreversible, Keegan's book, I predict, will be essential reading and an indispensable reference." — Howard V. Perlmutter, Ph.D, Emeritus Professor of Social Architecture and Management, *The Wharton School*

"Keegan's *Global Marketing Management, Seventh Edition*, is an impressive revision of the classic work on global marketing and is without question the world's leading textbook for students and reference for business executives on international and global marketing. Warren Keegan covers everything, from the fundamental concepts; tools and core issues to the contemporary up to the minute 'hot' topics. Keegan is the world's leading 'guru' on Global Marketing and he shares his vast understanding and knowledge in this impressive revision." — Hermawan Kartajaya, *Governor, Asia Pacific Marketing Federation*

"Warren Keegan is to global marketing what Philip Kotler is to marketing. As a student, then as a teacher, Keegan was my hero and there is still no one who comes anywhere near him for depth, excitement, clarity, and vision. This seventh edition is a book that stands head and shoulders above all others. It pushes the state-of-the-art to even new frontiers. For anyone interested in global marketing, whether student, teacher, or practitioner, this book is a must." — Professor Malcolm H.B. McDonald, Professor of Marketing Strategy and Deputy Director, *Cranfield School of Management*

From the Publisher

The leading graduate-level case text in international marketing, as well as a popular reference for practitioners, this Fifth Edition focuses on the opportunities and challenges of global markets and the threat of global competition across a broad spectrum of industries.

From the Back Cover

This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing. Specific chapter topics examine the global economic environment; the social and cultural environment; the political, legal, and regulatory environments; global customers; global marketing information systems and research; global targeting, segmenting and positioning; entry and expansion strategies: marketing and sourcing; cooperation and global strategic partnerships; competitive analysis and strategy; product decisions; pricing decisions; channels and physical distribution; global advertising; promotion: personal selling, public relations, sales promotion, direct marketing, trade shows, sponsorship; global e-marketing; planning, leading, organizing, and monitoring the global marketing effort; and the future of global marketing. For individuals interested in a career in marketing.

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