## DESCRIPTION

The 7th Edition of *Global Marketing Management* prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text’s guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more “multilateral.”

Suitable for 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.

## RELATED RESOURCES

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NEW TO EDITION

• Thoroughly updated, contemporary examples throughout the book

• The last few years have seen various uncertainties in the world, caused by the deceleration of the Chinese economy, Greek financial crisis, and wars in the Middle East. We will expand on how those uncertainties affect global marketing activities.

• Emphasizes more clearly, wherever necessary, that successful global marketing strategy is a confluence of pursuing economies of scale (in some aspects of the value adding activities) on the supply side and cultural sensitivities on the demand side. In other words, global marketing is far from selling the same thing the same way around the world.

• Three chapters on new topics (emerging markets; the internet marketing; and corporate social responsibility). These topics have become all the more important. As such, they will be expanded on significantly.

• A number of new long cases have been added.

FEATURES

• Over 40 case studies, both long and short, cover a range of global businesses to support the development of global strategic thinking.

• Stimulating, real-life Discussion and Review Questions listed at the end of each chapter.

• Authors’ pedagogical orientation embraces useful, well known marketing methods but also sets itself apart through its focus on the following areas: Global Orientation, Cultural Sensitivity, Research Orientation, Interdisciplinary Perspective, Proactive Orientation, Practical Orientation, and Internet Implications.

• “Global Perspectives” Inserts serve as “Mini-Cases” for class discussion, or as controversial issues that students should be aware of.

For additional product details, please visit https://www.wiley.com/en-us