

Global Marketing Strategies And Cases In Global Marketing Strategies Annual 2005 Set

Jeannet, Jean-Pierre Jeannet, H. David Hennessey



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"Global Marketing Strategies" earns high praise for its up-to-date coverage of the field, especially from instructors of graduate-level courses. In addition to the latest research, this text reinforces the importance of global strategic thinking, or the "global mindset," with current examples from well-known companies across Europe, Asia, and Africa, as well as both North and South America. The authors have revised the complete text with reference to current academic and trade sources. An updated casebook accompanies every new copy of the Sixth Edition--and allows students to gain a better understanding of how products are developed and marketed through company-, product-, and industry-specific cases.

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