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Nota di contenuto	Cover -- Contents -- Preface -- Acknowledgements -- Part I: Introduction and Overview -- Chapter 1 Introduction to Global Marketing -- Introduction -- Marketing: A Universal Discipline -- The Marketing Concept -- The Three Principles of Marketing -- Customer Value and the Value Equation -- Competitive or Differential Advantage -- Focus -- Global Marketing: What It Is and What It Is Not -- The Standardization Debate -- Globalization and Global Marketing -- Management Orientations -- Ethnocentric Orientation -- Polycentric Orientation -- Regiocentric and Geocentric Orientations -- Driving and Restraining Forces -- Driving Forces -- Restraining Forces -- Outline of This Book -- Chapter Summary -- Discussion Questions -- Suggested Readings -- Appendix: The 18 Guiding Principles of Legacy Marketing -- Part II: The Global Marketing Environment -- Chapter 2 The Global Economic Environment -- Introduction -- The World Economy-An Overview -- The World Economy: Important Trends -- Economic Activity Will Shift from West to East -- Aging Worldwide Population Will Demand Increasing Levels of Productivity and Efficiency -- Shifts and Growth in Consumer Segments Will Result in Changes in the Global Consumer Marketplace -- Changing Industry Structures and Emerging New Models of Corporate Organization Will be Characteristic of Growing Global Competition -- The Demand for Natural Resources Will Continue to Grow, Resulting in Growing Pressure on an Already Strained Global, Natural Environment -- Scrutiny of Global Firms' Worldwide Practices Will Increase as the Reach and Scale of Global

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Introduction.

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Sommario/riassunto

For courses in International Marketing and Global Marketing. This is  
the leading MBA text in international marketing-with comprehensive  
cases.

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