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Sommario/riassunto

For courses in global marketing. Familiarizes Students with Global Marketing and the Global Business Environment Marking the 20th anniversary of this series of textbooks, this Ninth Edition of Global Marketing builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. In this edition, as in all previous editions, the authors' goal has been to write a book that's authoritative in content yet relaxed and assured in style and tone. Students have consistently praised Global Marketing for its simple, readable language and clarity. The Ninth Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns, and crises facing global markets. New cases have been added while others have been revised as the text considers recent geopolitical developments and technological changes affecting global marketing. Personalize Learning with MyMarketingLab MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. MyMarketingLab not included. Students, if MyMarketingLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyMarketingLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information.
