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the growth in international trade and global marketing has occurred A shift toward greater consideration of services marketing as more companies move away from manufacturing A shift from developed markets to emerging markets with more dynamic environments A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present Chapters on social media innovation and technology teaching students how to incorporate these new tools into their marketing strategy New material on sustainability ethics and corporate social responsibility key values for any modern business Short and long cases and examples throughout the text show students how these principles and techniques are applied in the real world Covering key topics not found in competing books Global Marketing will equip today s students with the knowledge and confidence they need to become leading marketing managers A companion website features an instructor s manual with test questions as well as additional exercises and examples for in class use Global Marketing Kate Gillespie, K. Scott Swan, 2021-09-30 Strategic comprehensive and concise the fifth edition of this popular textbook introduces students to the important concepts of global marketing today and their managerial implications Increasingly marketing activities must be integrated at a global level Yet the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences Global Marketing takes a strategic approach recognizing the need to address both the forces of globalization and those of localization Key updates include Extensive real life examples and cases from developed and emerging markets including Africa Latin America and the Middle East New topics such as digital distribution options the participation of customers and the rise of social media including Twitter Facebook and TikTok Updated exploration of often overlooked topics such as China's state owned enterprises the importance of diasporas as target markets the threat of transnational criminal organizations to legitimate marketers and new tensions among trading partners A stronger recognition of the need for a growth mindset value orientation and innovation Written in a student friendly style this fully updated new edition continues to be the textbook of choice for students of global marketing Global Marketing Helen Millward, 2025-03-03 Global Marketing provides students with an understanding of how marketing works in today s globalized business landscape covering key topics theories and applications Ideal for undergraduate students taking modules on Global Marketing this textbook includes chapters on global communications cultural convergence and divergence as well as production and consumption considerations. There are discussions of standardization vs differentiation cultural universals brand equity and the encoding of marketing messaging Crucially it explores these topics from multiple stakeholder perspectives providing further insight into how theories when used in practice may have different implications Features include Ethical considerations of marketing internationally Theoretical debates and critiques to support critical thinking Learning outcomes end of chapter exercise questions and activities for students Real world examples throughout such as Disneyland Taylor Swift and Kinder to help students to apply theoretical content within professional practice Global Marketing Svend Hollensen, 2017 Svend

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