

Global Marketing A Decision Oriented

From the Back Cover . The globalization of companies is the involvement of customers, producers, suppliers, and other stakeholders in the global marketing process.

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Comprehensive and extremely readable, Global Marketing: a decision-oriented approach provides an analytic decision-oriented framework to help students and practitioners alike to develop and implement successful global marketing programmes. After reading this book, you will feel confident in analyzing, selecting and evaluating the appropriate conceptual frameworks with which to approach the five main management decisions of the global marketing process - 1) whether to internationalize; 2 ...

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A clear part structure, organised around the five main decisions that marketing people in companies face in connection to the global marketing process End of part and end of chapter case studies helping students to understand how the theory relates to real world application

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