



Warren J. Keegan

Mark C. Green

GLOBAL MARKETING

SEVENTH EDITION

Global Marketing Keegan 7th

Kamran Kashani



Global Marketing Keegan 7th:

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International Marketing Colin Gilligan, Martin Hird, 2012-11-26 This book is a basic text for international marketing courses It introduces the different elements of the international marketing mix and sets these in context It discusses the firm's strategic position how it is orientated at present to take advantage of international marketing opportunities and how its strategy is developing It Stresses the wide differences between different overseas markets and the importance of handling sensitively particular local features Examines the need to structure the whole business organisation in the right way and make international marketing effective Discusses the importance of communication and control Throughout case studies are used to highlight particular issues

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International Marketing Subhash C. Jain, Lewis R. Tucker, 1986

Principles of Global Marketing Warren J. Keegan, Mark C. Green, 1997 This entirely new designed for undergraduates groundbreaking book follows the tradition of Keegan's acclaimed Global Marketing Management text Principles of Global Marketing a concise introduction to the field that is presented in a lively student oriented style The authors integrate relevant real world cases vignettes and boxed features with a clear engaging narrative to effectively communicate the excitement challenge and discipline of global marketing

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