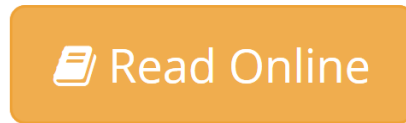


Global Marketing (7th Edition)

By Svend Hollensen



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"All good marketing is local. Global companies know this and are going "glocal". There is also a trend towards the 'Internet of Everything', which revolutionizes the whole marketing discipline. Svend Hollensen has captured all the latest trends very well with the new cases in his seventh edition of Global Marketing."

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"The world today truly is flat, and a sound global perspective is an absolute must for all students. Svend Hollensen's Global Marketing provides a thorough and comprehensive treatment that delivers on this need."

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“The best textbook on global marketing I have come across! The case studies, many of them available online, provide an excellent basis for class discussion.”

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“Excellent level of detail in each chapter to support learning around strategic global marketing decisions. The video case studies are a huge bonus and really help to bring the subject alive. “

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Key Features include:

- 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
- Video case studies (available at www.pearsoned.co.uk/hollensen), showing how practitioners are using Global Marketing in their work

About the author

Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including *Marketing Management* and *Essentials of Global Marketing*.

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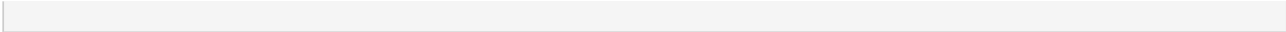
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