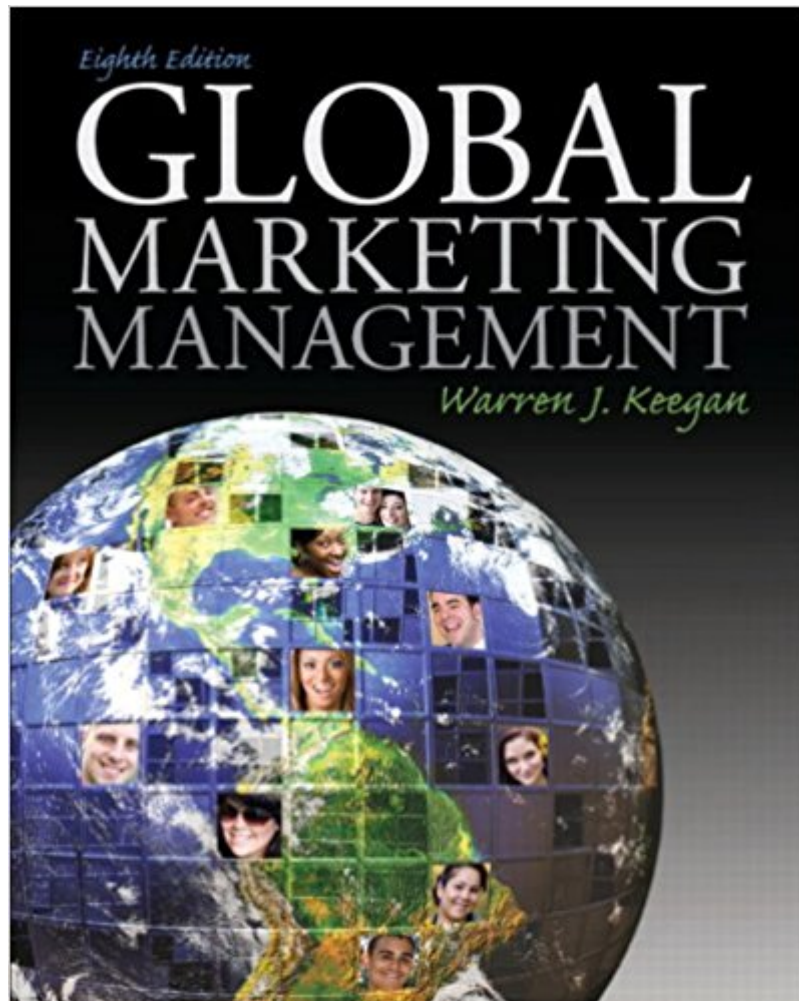


The book was found

# Global Marketing Management (8th Edition)



## Synopsis

The leading MBA text in international marketingâwith comprehensive cases. This leading book in international marketing features comprehensive cases that cover consumer, industrial, low tech and high tech, product and services marketing.

## Book Information

Hardcover: 480 pages

Publisher: Pearson; 8 edition (April 25, 2013)

Language: English

ISBN-10: 0136157394

ISBN-13: 978-0136157397

Product Dimensions: 8 x 1.2 x 9.9 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #397,430 in Books (See Top 100 in Books) #109 inÂ Books > Business & Money > International > Global Marketing #215 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel #301 inÂ Books > Textbooks > Business & Finance > International Business

## Customer Reviews

Warren Keegan wrote the first international marketing textbook shortly after completing his Harvard PhD in the 1960s. He is a legend in the field and is widely credited as the father of the global marketing concept. The 7th edition of his leading text does not disappoint the demanding reader and carries on the tradition of earlier editions. He walks the talk, writing for and speaking to a global audience. It is clear that he is one who has "been there" and knows international markets. The book presents a very sound basis for learning and is a leading text for full courses in global marketing in many leading MBA programs. It also enjoys a large readership by business execs around the world. "Global Marketing" opens with a very sound introduction to global marketing analysis and strategy. The international trading environment is well described and the text simplifies the complexity of international trading blocs, the WTO, and other influences on marketing strategy today. Keegan's global marketing texts have always been strong on introducing readers to technical terms used in international trade and exporting and explaining the flow of paperwork (i.e., letters of credit, etc.) one encounters in international trade. This current edition does not disappoint in this regard. There is a good introduction to factors that motivate consumers and customers to choose

and use products that is applicable in consumer, business, services, and high technology markets. The book finishes with a very sound coverage of the marketing mix (i.e., product, price, promotion, and distribution) strategies. A number of case studies are well integrated into the text to illustrate typical business decisions global marketers must make. I have prescribed this text for more than a decade and it always has been rated as the best or among the best textbooks prescribed for our marketing courses.

Marketing concepts are explained within global marketing frame in an understandable manner using the jargon everybody can understand. The principles that each company must take into account both at home and abroad are revealed. Especially, I liked "18 Guiding Principles of the Marketing Company". Articles from the scholars at prestigious business schools are related to global marketing concepts in most understandable way. This makes the book richer. Another thing making the book richer is Global Income and Population estimates, that is both put inside the text and at the end of the book as appendix. These estimates give clear grasp to the reader about world demographics and economic structure, and helps reader understand the subject at hand and, in general, world dynamics better. Interesting and information & expertise-loaded cases differentiates the book from other boring textbooks. The future of global marketing section of the book gives the reader an invaluable horizon. I suggest that you read it carefully, you will get too many things from it.

This book is very informative, however it is quite plain in dull. I was a little disappointed considering that Pearson does an excellent job with its other business textbooks like Operations Management (Heizler) and Strategic Management (Fred R. David), which come with illustrative PowerPoints. First of all, other than the front page, the text inside has NO COLOR! It's just plain text and no glossary of terms! They don't bold key terms and there's no glossary for students to check if they know these key terms (esp. for test since the profs use the test bank). In addition to the lack of illustrations, I felt that the cases could have come at the end of the chapter instead of these numerous side boxes which make the chapter even longer than it already is. I also felt that the the authors could have been more concise with their writing since were many run on sentences and a few typos. Of course, no one is perfect, but if I'm gonna spend \$300 for this book, I expect the best! This was the required text for my class, but perhaps the authors have improved with the 2014 edition that has the MyMarketingLab. My prof said that newer edition didn't have enough instructor resources so they chose this older edition instead.

The red section of the cover reads: This edition is manufactured in India and is authorized for sale only in India, Bangladesh, Bhutan, Pakistan, Nepal, Sri Lanka and the Maldives. Circulation of this edition outside of these territories is UNAUTHORIZED. so unless you are using it for research, and want this edition, buyers ought to know that they are paying for.

One of the best books for people who will be conducting research. The book provides some fundamentals that will guide an individual.

Excellent book on this subject. Has a very good flow with many real time examples and cases

Great book. Great service by .

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Global Marketing: Foreign Entry, Local Marketing, and Global Management Global Marketing Management (8th Edition) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from

Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Global Marketing (8th Edition) Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition) Strategic Marketing Management, 8th Edition No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

[Dmca](#)