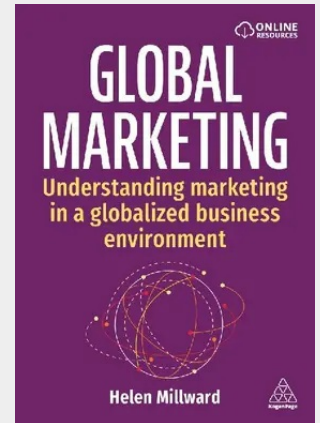


Global Marketing

Understanding Marketing in a Globalized Business Environment

Global Marketing provides students with an understanding of how marketing works in today's globalized business landscape, covering key topics, theories and applications. Taking a holistic approach to the subject, this textbook includes chapters on global communications, cultural convergence and divergence and production 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. Ethical considerations of marketing internationally are covered extensively, alongside important theoretical debates and critiques to support critical thinking. **Global Marketing** includes pedagogical features such as learning outcomes, end of chapter exercise questions and activities for students. There are real-world examples throughout from companies such as Disneyland, Guinness and Kinder, helping students to apply theoretical content within professional practice. It is supported by online resources of PowerPoint slides, multiple choice questions and videos. This textbook is ideal for undergraduate students taking modules on Global Marketing as part of their degrees.



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