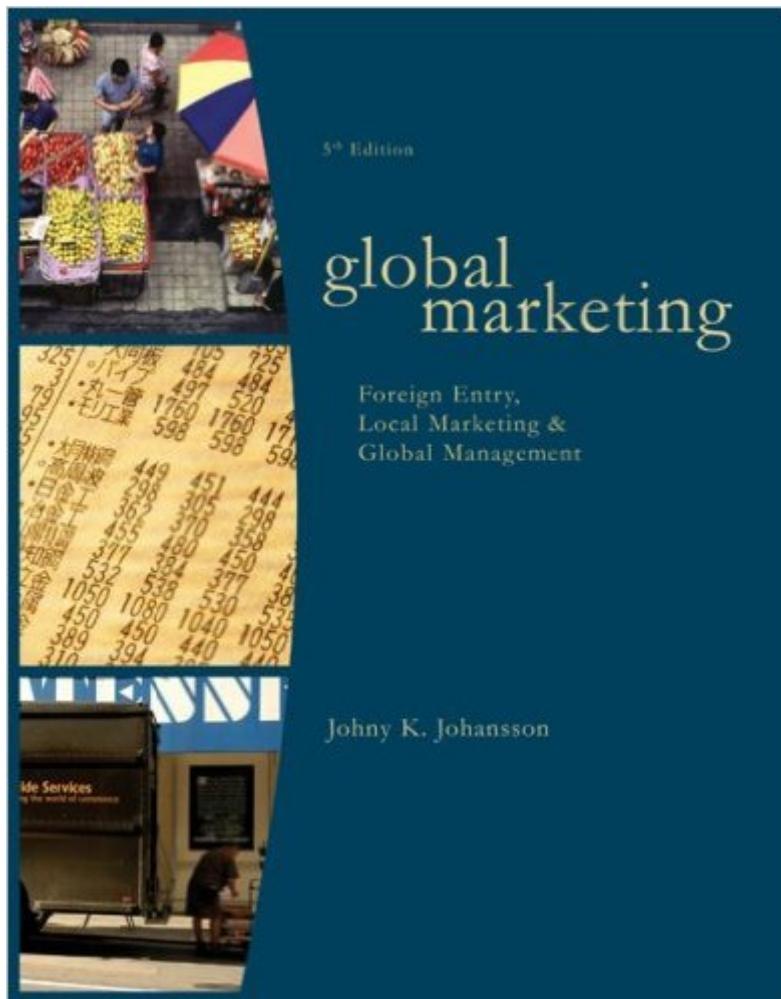


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# Global Marketing: Foreign Entry, Local Marketing, And Global Management



## **Synopsis**

Johanssonâ™s Global Marketing, 5/e utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. Johansson seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. In foreign entry, in global management, and to a large extent even as a local marketer in a foreign country, the global marketer needs skills that the home makes experience-or the standard marketing text-have rarely taught. The recognition of the three roles helps dispel the notion that âœthere is no such thing as international global marketing, only marketing. Much of the excellent research and tried-and-true teaching material that global marketers in business and academe have contributed over the years is reflected in the chapters and in several cases that can be found at the end of each major section. The authors have focused on material that is timely and up-to-date, and relevant to the global context.

## **Book Information**

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## **Customer Reviews**

This book really helped me to understand the parts and processes that are used in global marketing. Anyone taking a marketing class shoudl use this book.

Not much to say. Ordered this as a required text for an International Marketing course (undergrad). Great price. Just what I needed.

This book is what in marketing they call the rip-off strategy. Chances are you're not going to pay this outrageous price for such a boring book unless you are forced to for a class, as was my case. It's bad enough that the publisher has jacked up the price into the stratosphere, but to rub it in with black and white pictures is just wrong. Shame on McGraw Hill. Shame on the author. Shame on everyone involved in the selling of this book, including . Then there's the content of the book. And even by marketing standards (this is my 4th marketing class) it's outrageously bland and dull.

Boring waste of money

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