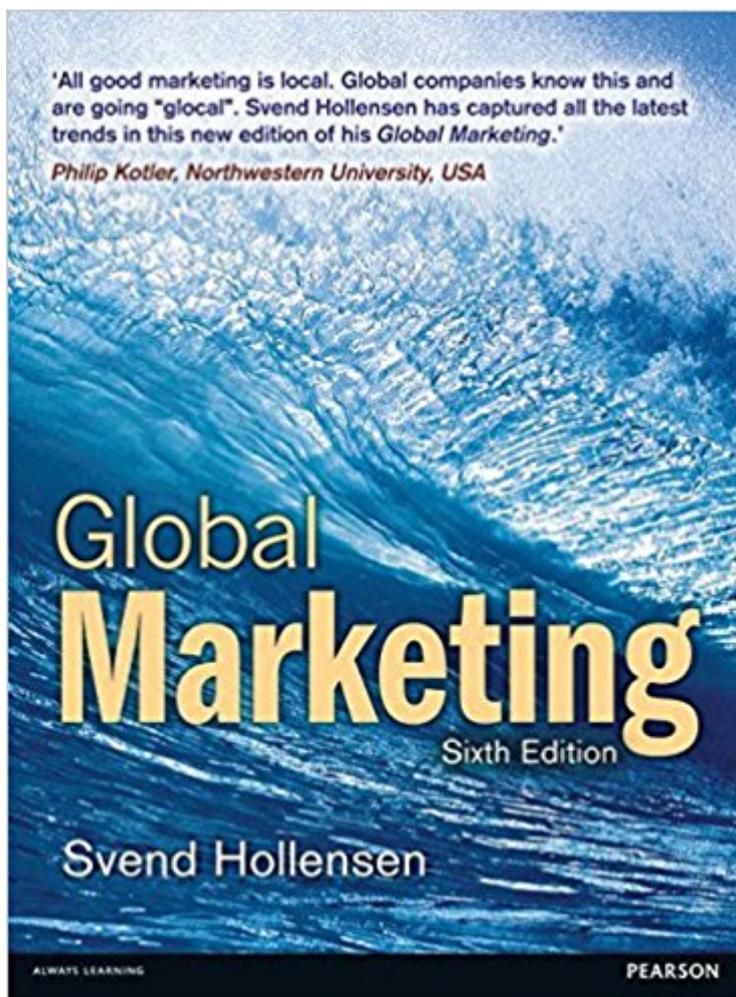


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Global Marketing (6th Edition)



Synopsis

The globalization of companies is the involvement of customers, producers, suppliers, and other stakeholders in the global marketing process. Global marketing therefore reflects the trend of firms selling products and services across many countries. Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. This book offers a truly global approach with cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America. It provides a complete and concentrated overview of the total international marketing planning process, along with many new, up-to-date exhibits and cases, which illustrate the theory by showing practical applications. Extensive coverage of hot topics such as glocalization, born globals, value creation, value net, celebrity branding, brand piracy, and viral marketing, as well as a comprehensive new section on integrated marketing communication through social networking. Brand new case studies focus on globally recognized brands and companies operating in a number of countries, including Build-A-Bear Workshop, Hello Kitty, Ralph Lauren and Sony Music Entertainment. Video cases featuring firms such as Nivea, Reebok, Starbucks, Hasbro and McDonald's accompany every chapter and are available at www.pearsoned.co.uk/hollensen. Real-world examples and exhibits enliven the text and enable the reader to relate to marketing models.

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As Svend Hollensen leads, so the world of marketing follows. For fifteen years his Global Marketing text has been the definitive, truly international guide to marketing in the era of globalization. And in that time borders have become ever more meaningless and this book more central to the work of marketers all around the world. This sixth edition is the most up-to-date and thorough Global Marketing text yet, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. It is ideal for undergraduate and postgraduate students studying international marketing, and for any practitioners who want to take their global marketing strategies to the next level. "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." - Michael R. Solomon, Professor of Marketing, Haub School of Business, Saint Joseph's University, USA, and Professor of Consumer Behaviour, University of Manchester, UK

"In this latest edition of Global Marketing, Svend Hollensen provides an insightful and comprehensive overview of the international marketing arena. The vast array of topical cases in particular make this text a compelling read which both students and practitioners can easily learn from." - Bradley Barnes, Professor of International Management and Marketing, Sheffield University Management School, UK

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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. Student resources specifically written to complement this textbook are at www.pearsoned.co.uk/hollensen

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