



Global Marketing, 6th Edition

By Warren J. Keegan, Mark C. Green

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The excitement, challenges, and controversies of global marketing.

Global Marketing strives to reflect current issues and events while offering conceptual and analytical tools that will help readers apply the 4Ps to global marketing.

The new edition focuses on the recent changes in the world, including the global financial crisis.

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Editorial Review

Review

"The main strength [of Global Marketing] is the ability of the authors to link examples to the basic theoretical concepts that has been previously discussed or that assumed to be known from previous principles class." — *University of Central Florida reviewer*

"Strengths of [Global Marketing] include clarity in writing, good organization, strong examples/illustrations, and an industry, or as my students say-"real world," perspective." — *Samford University reviewer*

"I found the explanation of documentary credit to be excellent. This is a concept that students often misunderstand in other textbooks." — *Samford University reviewer*

"I think [the author's writing style, use of examples, and clarity of explanation] are the strength of the textbook. They are easy to understand, good use of examples and are clear in discussion." — *Monmouth University reviewer*

"I think the author's writing styles is one of the great strengths of the book. It is well written and easy to read." — *University of North Florida reviewer*

From the Back Cover

Following the tradition of Keegan's acclaimed Global Marketing Management, this groundbreaking full-color book offers a concise introduction to the field that is presented in a lively reader-friendly style. The authors integrate relevant real-world cases, vignettes, and boxed features with a clear, engaging narrative to effectively communicate the excitement, challenge and discipline of global marketing. Coverage features an enhanced presentation of global trade; expanded and improved social/cultural coverage; the most recent research; the impact of Information Technology; an expanded section on global retailing; finance coverage in a valuable chapter appendix; a consolidated treatment of market entry strategies; specialized discussions of global communication decisions; quotes from today's professionals; enhanced Internet integration throughout the book; concise, issue-oriented and timely cases; and a vivid, full-color design. For those interested in international marketing and the global business environment.

About the Author

Dr. Warren J. Keegan. Dr. Keegan is Professor of International Business and Marketing and Director of the Center for Global Business Strategy at the Lubin School of Business of Pace University-New York, and is Visiting Professor, Cranfield University School of Management (UK), CEIBS (China European International Business School)—Shanghai, Wharton Executive Programs, University of Pennsylvania, and ESSEC, Cergy-Pontoise—France. He is the founder of Warren Keegan Associates, Inc., a consulting consortium of experts in global strategy formulation and implementation. The firm is affiliated with Marketing Strategy & Planning, Inc.—New York, and MarkPlus, Indonesia's leading marketing consulting firm. Dr. Keegan is Chairman of the MarkPlus Global Institute—Singapore.

He wrote the first multinational marketing textbook and is one of the world's leading experts on marketing and global business. He holds B.S. and M.S. degrees in economics from Kansas State University and an MBA and doctorate in marketing and international business from the Harvard Business School. He has held faculty positions at a number of business schools including Columbia, George Washington University, New York University, INSEAD, IMD, and the Stockholm School of Economics.

His experience includes consulting with Boston Consulting Group and Arthur D. Little, marketing planning with the Pontiac Division of General Motors, and Chairman of Douglas A. Edwards, Inc., a New York commercial real estate firm. He is a consultant to a number of global firms. Current or former clients include AT&T, Bertelsmann, Bell Atlantic, General Electric, J. Walter Thompson, PurduePharma, Philips, Reckitt & Colman, Singapore International Airlines, and the Singapore Trade Development Board.

Dr. Keegan is the author or co-author of many books, including *Global Marketing Management* (7th ed., Prentice Hall, 2002), *Global Marketing Management: A European Perspective* (Financial Times/Prentice Hall, 2001), *Marketing Plans That Work: Targeting Growth and Profitability* (Butterworth Heinemann, 1997), *Marketing* (2nd ed., Prentice Hall, 1996), *Marketing Sans Frontiers* (InterEditions, 1994), *Advertising Worldwide* (Prentice Hall, 1991), and *Judgments, Choices, and Decisions: Effective Management Through Self-Knowledge* (John Wiley & Sons). He has published numerous articles in leading journals including *Harvard Business Review*, *Administrative Science Quarterly*, *Journal of Marketing*, *Journal of International Business Studies*, and *The Columbia Journal of World Business*.

Dr. Keegan is a former MIT Fellow in Africa, Assistant Secretary, Ministry of Development Planning and Secretary of the Economic Development Commission, Government of Tanzania, consultant with Boston Consulting Group and Arthur D. Little, and Chairman of Douglas A. Edwards, a New York corporate real estate firm.

He is a Lifetime Fellow of the Academy of International Business; Individual Eminent Person (IEP) appointed by Asian Global Business Leaders Society (other awardees include Noel Tichy, Rosabeth Moss Kanter, and Gary Wendt); listed in Marquis Who's Who in America, 55th and earlier editions; member of the International Advisory Board of Ecole des Hautes Etudes Commerciales (HEC)—Montreal; Member, Editorial Advisory Board, Cranfield School of Management and Financial Times/Prentice Hall Management Monograph Series, *The International Journal of Medical Marketing*; and is a commissioner of PT Indofood Sukses Makmur (Jakarta). He is a former director of The S.M. Stoller Company, Inc., The Cooper Companies, Inc. (NYSE), Inter-Ad, Inc., American Thermal Corporation, Inc., Halfway Houses of Westchester, Inc., Wainwright House, and The Rye Arts Center.

Dr. Mark C. Green. Dr. Green is Professor of Management and Marketing at Simps

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