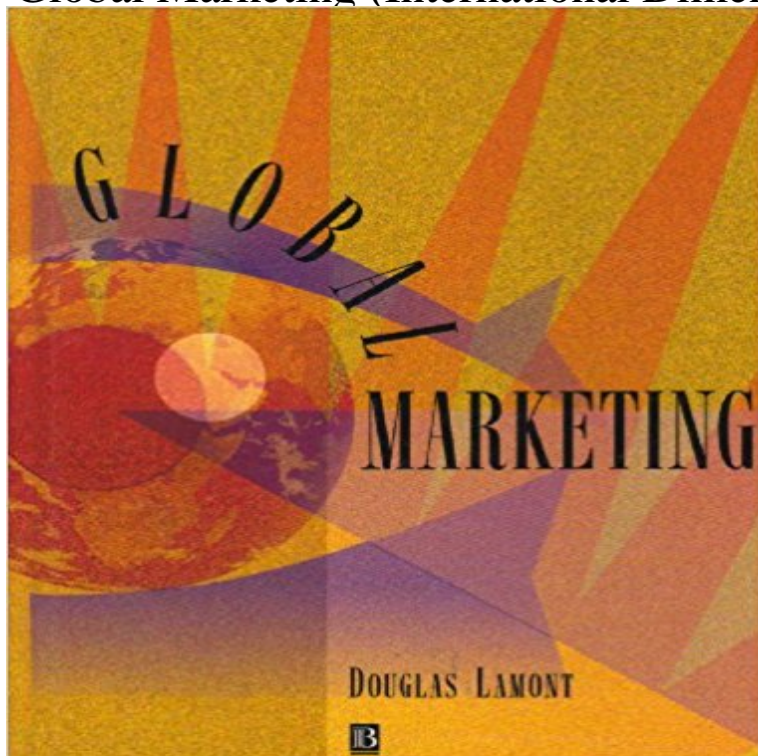


Global Marketing (International Dimensions Marketing)



This text represents a contemporary vision of how students will see the global marketplace in the future. Using an innovative three-scan framework (competitive, environmental and marketing), it synthesizes both traditional analysis (country risk and company tactical marketing mix decision-making) and non-traditional analysis (political, technological, cultural and marketing strategy factors). The book discusses issues from NAFTA in Mexico to telecommunications in Europe in a comprehensive analytical framework which also reflects a superior understanding of the global environment. The book aims to set criteria for understanding how marketing managers must react from now on. Key features of the book include: an analytical approach based on experience; truly global - looks at key regions Mexico, China, Japan and Europe; key global industries such as telecommunications integrated into region and scan; and provides coverage of important cultural issues.

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