



Global Marketing Management

Kristiaan Helsen

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Offering more real-world application and experience, this book arms marketing managers with a true understanding of the concepts needed to achieve a global reach. The fifth edition presents comprehensive coverage of all the latest trends and hot topics in the field. It emphasizes the multilateral nature of marketing, preparing them to manage global marketing activities in an increasingly competitive environment. The approach discusses marketing with an interdisciplinary, cross-functional perspective, where the marketing manager has a sound understanding of how the various functional areas interface with marketing. · globalization. · global economic environment. · financial environment. · cultural issues and buying behavior. · political / legal environment. · global marketing research. · global segmentation and positioning. · global marketing strategies. · global market entry modes. · global product development. · marketing products and services. · global pricing. · communicating with the world consumer. · sales management. · global logistics and distribution. · export/import management. · planning, organization and control of global marketing operations. · marketing in emerging markets. · global marketing and the internet.

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