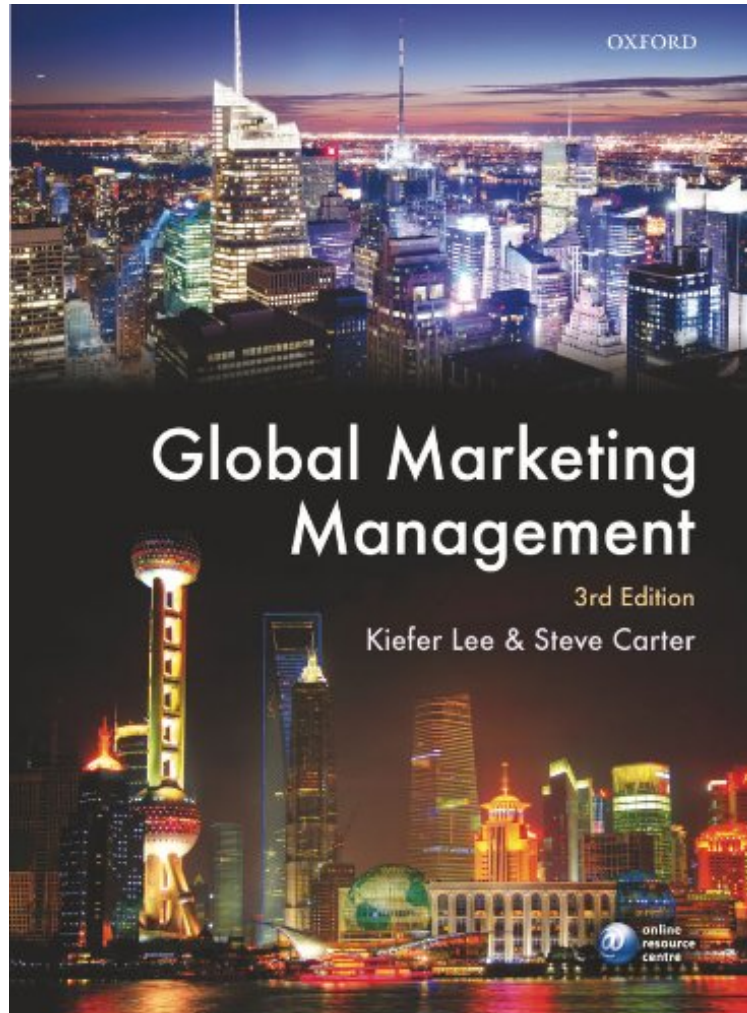


Global Marketing Management

Kiefer Lee, Steve Carter

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#1864154 in eBooks 2012-03-29 2012-03-29 File Name: B00D99WARK | File size: 49.Mb

Kiefer Lee, Steve Carter : Global Marketing Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Marketing Management:

0 of 0 people found the following review helpful. Decent Textbook in British EnglishBy Maria J. FahlsingTextbooks without vocabulary banks at the end of each chapter are not very useful when studying for exams! Also, the vocabulary terms are not highlighted or otherwise set apart in the chapters. Perhaps this is typical textbook format in the UK, but to Americans, it seems odd. So, I've had to adjust my entire strategy for retaining the information and reviewing before tests. Also, British spellings, idioms, word usages, and terms I am unfamiliar with demanded further research at times.0 of 0 people found the following review helpful. Really Hard to FollowBy DouglasOne of the worst textbooks that I have ever had. I found it really hard to read and follow. There are also some statements that are totally incorrect. I'm just glad we didn't use the textbook all that much in class.0 of 0 people found the following review helpful. Push back on your professor's selection of this bookBy JBTerrible book. I second everything from the other

one star review.

Global Marketing Management adopts a strategic management framework and provides an examination of key management decisions. The third edition addresses contemporary issues in the marketing environment such as climate change and sustainable development, service delivery, ICT technologies and social media, strategic branding, and maintaining relationships. The authors examine the implications of these issues and consider how they may be applied to the management of global marketing programmes. The authors equip students with the knowledge and skills to enable them to make key management decisions and understand how organizations may navigate through the increasingly dynamic and challenging global trading environment. It enables students to identify, evaluate, and integrate a wide range of management concepts to create and execute highly effective global marketing programmes, as well as the analysis and solution of management problems in global operations.

Online Resource Centre
For students: Links to video (new) Additional case material and discussion questions Internet exercises Multiple choice questions Web links
For Lecturers: Instructor's manual Answers to the additional case material discussion questions PowerPoint slides Seminar activities

from previous edition: "Best on the market. Global Marketing has excellent content, insight and a user friendly structure. It is differentiated from other texts by reference to contemporary and emergent topics." --Dr Catherine McGuinn, Institute of Technology, Sligo "Very good, outstanding." --Dr Said Al-Hasan, Glamorgan Business School "This book is more comprehensive than comparable text books and offers a combination of theory and practical application that is often missing." --Dr Antje Cockrill, Swansea University

About the Author
Kiefer Lee is Principal Lecturer in Marketing and Programme Leader for undergraduate Business and Management at Sheffield Hallam University, and Steve Carter is Professor of African Business specialising in Global and Strategic Marketing at Leeds Metropolitan University.