



# Global Marketing: Contemporary Theory, Practice and Cases

*Ilan Alon, Eugene D. Jaffe, Christiane Prange, Donata Vianelli*

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*Global Marketing* provides students with a truly international treatment of the key principles that every marketing manager should grasp.

International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge:

- Coverage of **small and medium enterprises**, as well as **multinational corporations**, where much of the growth in international trade and global marketing has occurred
- A shift toward greater consideration of **services marketing** as more companies move away from manufacturing
- A focus on **emerging markets** to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present
- Chapters on **social media, innovation and technology** teaching students how to incorporate these new tools into their marketing strategy
- New material on **sustainability, ethics, and corporate social responsibility**; key values for any modern business
- Short **cases and examples** throughout the text show students how these principles, and techniques are applied in the real world
- Longer cases provide instructors and students rich content for deeper analysis and discussion

Covering key topics not found in competing books, *Global Marketing* will equip today's students with the knowledge and confidence they need to become leading marketing managers.

A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

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