

# Global Marketing Management 7th Edition

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GLOBAL MARKETING MANAGEMENT SECOND EDITION Masaaki Kotabe Temple University Kristiaan Helsen Hong Kong University of Science and Technology PART FOUR: GLOBAL MARKETING STRATEGY DEVELOPMENT 346 II • GLOBAL PRODUCT POLICY DECISIONS I DEVELOPING NEW PRODUCTS FOR GLOBAL MARKETS 346

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PONDICHERRY UNIVERSITY (A Central University) DIRECTORATE OF DISTANCE EDUCATION Global Marketing Management Paper Code : MBIB 3004 MBA - INTERNATIONAL BUSINESS encompasses the global marketing management as one of the subject of international business stream, probably did not even exist In the global

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101 International Marketing Management 10/2 102 Competition in the Global Marketplace 10/4 103 Formulating International Marketing Strategy 10/11 104 Strategic Planning 10/18 In our opinion, the global marketing concept is based on the premise of cultural differences and is guided by the belief that each foreign market requires its own

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Ideally, marketing should result in a customer who is ready to buy"7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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**Business test Structure Resource List**

Marketing Berhardt, Kenneth, and Kinnear, Thomas (1997) Cases in Marketing Management (7th edition) Burr Ridge, IL: Irwin McGraw Hill This book gives helpful case-study analysis in marketing decision making and related financial analysis for marketing, both global and domestic

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