

Global Marketing Management 7th Edition

Global Marketing Management 7th Edition **FREE* global marketing management 7th edition*

The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral."

GLOBAL MARKETING MANAGEMENT 7TH EDITION

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