



# Global Marketing

By Kate Gillespie, H. David Hennessey

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## Global Marketing By Kate Gillespie, H. David Hennessey

This textbook introduces students to the important concepts of global marketing today, and their managerial implications. Designed to be shorter than many other textbooks, *Global Marketing* focuses on getting to the point faster.

Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. *Global Marketing* takes a similar strategic approach, recognizing the need to address both the forces of globalization and those of localization. Other key features include:

- Coverage of often overlooked topics, such as the competitive rise of China's state-owned enterprises; the importance of diasporas as target markets; and the emerging threat to legitimate marketers from transnational criminal organizations
- A chapter dedicated to understanding global and local competitors, setting the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global marketplace
- Extensive real-life examples and cases from developed and emerging markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East

Written in a student-friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes.

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### About the Author

Kate Gillespie is associate professor of international business and marketing at the University of Texas at Austin, USA. She has served as chair of the Global Marketing Special Interest Group of the American Marketing Association, and her research has appeared in top academic journals in the fields of international business, marketing, and area studies.

H. David Hennessey is professor (emeritus) of marketing and international business at Babson College, USA. He has taught courses on global marketing, marketing strategy, and sales strategy, and has participated in executive education programs around the world.

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