

Global Marketing

Contemporary Theory, Practice, and Cases

By **Ilan Alon and Eugene Jaffe**

© 2013 | 978-0-07-802927-1

Overview

Hailing from America, Europe and the Middle East, the authors of *Global Marketing* provide a truly international and comparative perspective to the study of marketing. Examples are provided from across the continents encompassing small and medium enterprises (SMEs). In addition, well-researched multinational companies are explored and give justice to the breadth and depth of this field. Cases on well-known companies, such as Disney, Starbucks, Wal-Mart, Archer Daniels Midland (ADM), and Corona are supplemented by cases on lesser-known and smaller companies from emerging markets, such as Proton Car from Malaysia and San Lu from China. In addition to short end-of-chapter cases that can be used in classroom discussion, the book also boasts longer end-of-book cases which require integration of multiple chapters and synthesis of knowledge to identify and solve international marketing problems.

Hallmark Features

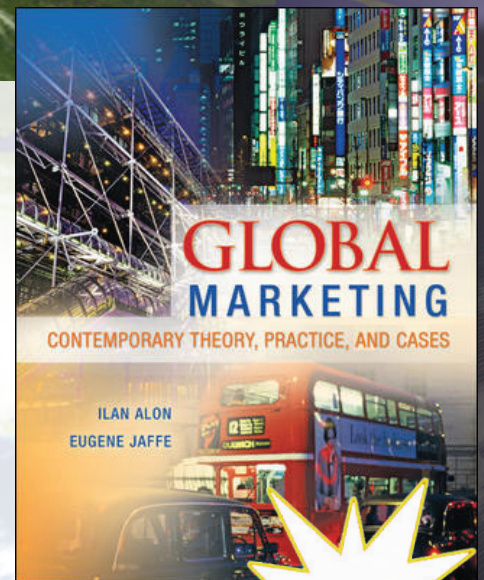
- **Focus on Emerging Markets.** Emerging markets will dominate the G7 by 2050 and are the growth engine of the global economy. Cases and examples of emerging markets are infused throughout the text and the cases to prepare students for the global marketing workplace.
- **Emphasis on Small and Medium Enterprises.** Not only are multinational companies involved in international marketing, SMEs are generating jobs and exports in developed and developing markets alike. Many examples and cases cover SMEs and entrepreneurial business.
- **Emergence of Technology and Ethics.** Technology is ever changing the environments of international marketing and markets. Social marketing and ethics are becoming important topics of discussion among executives and policy makers alike. The authors include a chapter on social media marketing, which is supplanting many of the traditional approaches to communications. Yet another chapter is devoted to Corporate Social Responsibility (CSR) and sustainability.

Book Cases

Back of the book cases on a social entrepreneur of Sari in Indonesia, an international entrepreneur of Praxis in China, and a pharmaceutical entrepreneur from the Palestinian Territories are a testament to the heterogeneity of cases. For balance, well-known multinational companies from developed markets are also covered in cases, both short and long, including Marks and Spencer (UK), Kodak (USA), Athlete's Foot (USA), EuroDisney (France), HK Disney (China), Starbucks (USA), Wal-Mart (Japan), and Corona (Japan). International marketing is also considered from a not-for-profit university setting in the case of McEwan (Canada), to connect international marketing students to institutions with which they are familiar.

Supplements

Online Learning Center: www.mhhe.com/alon1e
CourseSmart eBook



**New 1st
Edition!**