



# Essentials of Global Marketing

*By Svend Hollensen*

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## Essentials of Global Marketing By Svend Hollensen

Essentials of Global Marketing' has a clear structure, with a starting point in the SMEs and the five main decisions that SMEs (and larger firms) face in connection with the internationalization process: Part 1: The decision whether to internationalize Part 2: Deciding which markets to enter Part 3: Developing the market entry strategies Part 4: Designing the global marketing programmes Part 5: Implementing and coordination the global marketing programme The book has a 100% global perspective, in delivering cases from all parts of the world to support chapters and parts. The book has the following key characteristics: - Excellent supplements (video cases, video clips, PowerPoints etc.) - Integrates the latest marketing trends - Overview model of the total global marketing planning process in the beginning of the book

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## Essentials of Global Marketing By Svend Hollensen Bibliography

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### Editorial Review

From the Back Cover

*Essentials of Global Marketing* offers a concise yet innovative approach to the subject. The accessible structure takes the reader through the entire global marketing process, and fundamental concepts are illuminated by a wide range of companies around the world. Hollensen includes brand new case studies on Nintendo Wii, YouTube and the Apple iPhone to provide cutting edge examples of the theory in the real world.

The book breaks new ground with the quality and extensiveness of its supporting interactive features, which include multiple choice quizzes for every chapter that can be downloaded onto your iPod, and video case studies on internationally recognised companies such as Land Rover and Tata.

### Users Review

**From reader reviews:**

**Janet Speer:**

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**Sandra Spier:**

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