



Essentials of Global Marketing

Svend Hollensen

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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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