

Masaaki Kotabe Kristiaan Helsen Global Marketing Management 5th Edition

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Masaaki "Mike" Kotabe holds the Washburn Chair Professorship in International Business and Marketing and is Director of Research at the Institute of Global Management Studies at the Fox School of Business and Management at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark Centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin.

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He received his Ph.D. in Marketing and International Business at Michigan State University. Dr. Kotabe teaches international marketing, global sourcing strategy (R&D, manufacturing, and marketing interfaces) and Asian business practices at the undergraduate and MBA levels, and teaches theories of international business at the Ph.D. level.

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Global Marketing Management, 4e offers a fundamental paradigm shift in teaching global marketing. Rather than being bound by the traditional bilateral view of competition and marketing, Kotabe and Helsen emphasize the multilateral nature of marketing. This book prepares the reader to become an effective manager, overseeing global marketing activities in an increasingly competitive environment ...

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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." Suitable for all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals.

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