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Global Marketing

Kate Gillespie, Jean-Pierre Jeannet, H. David Hennessey

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Created specifically for undergraduate students, this concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. It offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East.

While written in a student-friendly style, the text is comprehensive in its coverage of topics. The authors' extensive research and consulting experience allows for current coverage of a wide array of topics. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market.

- Each chapter begins with a recap of one company's recent experience with global marketing to illustrate and preview key chapter ideas. This feature is followed by an outline of chapter topics and a set of learning objectives, helping students to identify and assimilate important concepts.
- World Beat boxed inserts offer timely (and often humorous), real-world examples from global marketers—large and small—operating in North America, Europe, Africa, and Asia, and the Middle East.
- In keeping with the text's interactive approach, marginal icons prompt students to visit the textbook website for additional readings, links to relevant sites, updates of current events relating to each chapter, an online research project, and an ACE Practice Test for each chapter.
- Short end-of-chapter cases often refer specifically to chapter content and test the student's ability to apply key ideas to the case. Six longer cases supplement the shorter cases and facilitate integrated learning experiences.
- An extensive suite of supplements includes over 25 PowerPoint slides per chapter (downloadable from the textbook web site) that combine clear, concise text and art. A video package features various companies facing the challenges of global marketing.
- Two-color text and graphics as well as pictures (black and white and color) engage students visually and enhance the learning experience.

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