



Global Marketing Management

Masaaki (Mike) Kotabe, Kristiaan Helsen

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Whether they choose to pursue marketing careers, all students learn how marketing managers can affect other business functions for effective corporate performance on a global basis and how to work effectively with others for the same corporate goal. **Global Marketing Management** brings *timely* coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

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