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The new edition of the popular Global Marketing draws students into the excitement, challenges, and controversies of global marketing. The paperback, two-color format gives readers the flexibility to choose a book that is economical as well as interesting. KEY TOPICS: Each chapter features vignettes and discussion cases featuring high-profile, real-world companies and products; examples from the trade press to illustrate key terms and issues; topical and timely boxed features; and concise summaries of the latest research findings published in scholarly journals. MARKET: For those entering the global job market, especially helpful for hirees of import/export departments.