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International Marketing (Irwin Marketing)



Synopsis

Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 17th edition of International Marketing with their well-rounded perspective of international markets that encompass history, geography, language, and religion as well as economics, which helps students see the cultural and environmental uniqueness of any nation or region. In addition to coverage of technology's impact on the international market arena, the 17th edition of International Marketing features new topics that reflect recent changes in global markets, updated teaching resources, and new learning tools including McGraw-Hill's Connect with its adaptive SmartBook that lets instructors assign textbook readings and incentivize students' engagement with course content. Click "Features" below for more.

Book Information

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Purchased book for my online masters course. Its ok. Must purchase a binder since its loose-leaf like notebook paper. Strange they thought this was the best economical way to produce the book, but no complaints. It served its purpose and its a great marketing book.

Great book. Easy to assimilate

It was new, and a way cheaper alternative than my options at school! It also shipped fairly quickly.

This textbook is too wordy. The textbook doesn't go very detailed but takes 12 pages to explain something that could have been done in 2 pages.

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