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including several new and updated learning tools and teaching resources.

Talks about the field of International Marketing. This title includes coverage of technology's impact on the international market arena and a comprehensive website, helping to Page 34/72

provide updates to text content in this continually changing field.

International
Marketing addresses
global issues and
describes concepts
relevant to all
international
marketers, regardless
of their international
involvement.
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Notwithstanding the extent of global perspective that firms may have, they are affected by the competitive activity in the global marketplace. It is this perspective that the authors bring into this edition of the text. The text focuses on the strategic implications of Page 36/72

competition in 16th different markets. The environmental and cultural approach to international marketing permits a truly global orientation. Thus the reader 's horizon is not limited to any specific nation but the text provides an approach and framework for Page 37/72

identifying and 6th analyzing the important cultural and environmental uniqueness of any nation or global region. Salient Features: 10 Indian cases included in the book New sections on negative impact of new communication tools. intellectual property Page 38/72

rights in the 16th international context. Brexit, inventive international negotiation etc. Thoroughly updated data, text, pictures and exhibits across the chapters More than 100 new academic articles and their findings integrated and cited across the chapters Page 39/72

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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 Page 41/72

new topics that 6th 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.

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that encompass 6th history, geography, language, and religion as well as economics. which helps students see the cultural and environmental uniqueness of any nation or region. The dynamic nature of the international marketplace is reflected in the number of Page 44/72

substantially 16th improved and expanded topics in this 18th, including the following over 100 new academic articles and their findings. All data, text, photos and images have been updated for currency, as has the corresponding content within McGraw-Hi Page 45/72

Education 's Connect with adaptive SmartBook Additional updates include:NEW Cases: New cases accompany the 18e, enlivening the material in the book and class discussions while broadening a student 's critical thinking skills. These cases bring forth

many of the topics discussed in the chapters and demonstrate how these concepts are dealt with in the real world. These cases can be assigned in Connect and SmartBook. Optionally, a case booklet can be create using McGraw-Hill CREATE. Crossing Page 47/72

**Borders Boxes: These** invaluable boxes offer anecdotal company examples. These entertaining examples are designed to encourage critical thinking and guide students through topics ranging from ethical to cultural to global issues facing marketers today. 4-Color Design: New Page 48/72

color maps and 6th exhibits allow for improved pedagogy and a clearer presentation of international symbols and cultural meanings in marketing and advertising. In addition, photos that depend on full color for maximum impact easily bring many

global examples toh life:tion Philip P

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cases that are vibrant and engaged, links that allow students to explore topics in more detail and content to encourage relating theory to practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of Page 57/72

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updated and 16th streamlined interactive eBook led by student feedback. Focus boxes throughout the text such as Global. Consumer, B2B and Ethical - all with a greater emphasis on digital communication reinforce key marketing trends and Page 61/72

relate theory to 6th practice. Each chapter also ends with a case study revolving around topics, issues and companies that students can relate to such as Taylor Swift taking on Spotify. The new edition comes packed with features that can be used in class or uploaded onto a course Page 62/72

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