



# Global Marketing

By Douglas Lamont

John Wiley and Sons Ltd, United Kingdom, 2002. Paperback. Book Condition: New. 168 x 122 mm. Language: English . Brand New Book. This title presents the fast track route to mastering all aspects of global marketing. It covers all the key techniques for successful global marketing, from creating global brands to building an international culture, and from selecting international executives to delivering innovation globally. It includes examples and lessons from some of the world's most successful businesses, including McDonalds, Unilever and Nokia, and ideas from the smartest thinkers, including Philip Kotler and Michael Czinkota. It also includes a glossary of key concepts and a comprehensive resources guide.



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