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Global Marketing Management, 6th Edition. Global Marketing Management, 6th Edition. Masaaki (Mike) Kotabe, Kristiaan Helsen. ISBN: 978-1-118-46648-3. Jul 2014. 696 pages. Quantity: Select type: Paperback. In Stock Paperback £202.99. In Stock. £202.99 \* VAT information. Add to cart ...

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Publisher: John Wiley & Sons; 6th Edition, International Student Version edition (12 Sept. 2014) Language: English; ISBN-10: 1118830288; ISBN-13: 978-1118830284; Product Dimensions: 20.5 x 2.1 x 25.2 cm Customer reviews: 3.9 out of 5 stars 8 customer ratings; Amazon Bestsellers Rank: 1,311,795 in Books (See Top 100 in Books)

International Marketing: Amazon.co.uk: Kotabe, Masaaki ...

The book is organized into six parts: Part I is an introduction to global marketing. Part II covers the major dimensions of the environment of global marketing-economic; social and cultural; and political, legal, and regulatory. Part III is devoted to analyzing and targeting global market opportunities.