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Publisher : McGraw-Hill Higher Education; 16th Edition (September 28, 2012)

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The recent Philip Morris International ads don't name or directly link to any of the company's products, but they are clearly meant to pitch the IQOS, a device that looks much like an e-cigarette and heats leaf tobacco without burning it, allowing it to deliver nicotine in aerosol form rather than smoke.

International Marketing by Cateora, Gilly, and Graham has been a pioneer in the field of international marketing. The authors continue to set the standard in this edition with new and expanded topics that reflect the swift changes of the competitive global market, as well as increased coverage of technology's impact on the international market arena. Now with over 100 new academic articles and their findings integrated into this 16th edition! Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, International Marketing helps students

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to see the cultural and environmental uniqueness of any nation or region. The 16th edition reflects all the important events and innovations to affect global business within recent years, while 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 provide updates to text content in this continually changing field.

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.

International Marketing addresses global issues and describes concepts relevant to

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all international marketers, regardless of their international involvement. 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 competition in 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 identifying and 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 rights in the 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

Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 18th 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. The dynamic nature of the international marketplace is reflected in the number of substantially improved and expanded topics in this 18th, including the following over 100 new academic articles and their

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findings. All data, text, photos and images have been updated for currency, as has the corresponding content within McGraw-Hill 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 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 color maps and 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 to life.

Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The the 8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed with examples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

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This book is not available as a print inspection copy. To download an e-version click [here](#) or for more information contact your local sales representative. Get 12 months FREE access to an interactive eBook when purchasing the paperback* Previous edition winner of the British Book Design and Production Award for "Best Use of Cross Media 2014" This easy to use resource allows students to switch from digital to the print text and back again, opening windows to the world of marketing through 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 consumers that has profound implications for the way marketing operates and students learn, the 4th edition demystifies key technologies and terminology, demonstrating where and how emerging digital marketing techniques and tools fit in to contemporary marketing planning and practice. The new edition welcomes a new 3rd author and has been fully updated to include: 31 New case studies (including 5 new end of chapter and 26 new 'focus boxes'), featuring a greater number of case studies from digital/social media marketing, Uber and the sharing economy, Google and crowdsourcing and Amazon's drone delivery service. Even more content on digital marketing integrated throughout, including key issues such as social media, mobile marketing, co-creation, cutting edge theory. A fully updated and streamlined interactive eBook led by student feedback. Focus boxes throughout the text such

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as Global, Consumer, B2B and Ethical - all with a greater emphasis on digital communication - reinforce key marketing trends and relate theory to 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 management system and which students can use in their own self-directed study. Furthermore, the book is complemented by a FREE interactive eBook with access to web links, video links, SAGE journal articles, MCQ's, podcasts and flashcards, allowing access on the go and encouraging learning and retention whatever the learning style. Suitable as core reading for undergraduate marketing students.

*Interactivity only available through VitalSource eBook included as part of paperback product (ISBN 9781526426321). Access not guaranteed on second-hand copies (as access code may have previously been redeemed).

"Using the most current concepts, up-to-date data, and a wide range of examples, this authoritative text illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover.

This is a basic text in International Marketing, a major knowledge area for students of management studies. This book attempts to make learning of the nuances of the subject easy and enjoyable for students. International trade, economic free trade zones, embargoes on exports, and tariff and non-tariff barriers that the companies

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face overseas form a major part of the book. In addition, the role of international organizations under the guidance of the United Nations has been given its due importance.

Buying and Selling explores the business of books in and beyond Europe, investigating the practices adopted by traders and customers.

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