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Global Marketing

Svend Hollensen

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"All good marketing is local. Global companies know this and are going "glocal".There is also a trend towards the ‘Internet of Everything’, which revolutionizes the whole marketing discipline. Svend Hollensen has captured all the latest trends very well with the new cases in his seventh edition of Global Marketing."
Philip Kotler, S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

In this era of increased globalisation, if there’s one textbook that today’s students and tomorrow’s marketers need to read, it’s Svend Hollensen’s world renowned text. For over fifteen years *Global Marketing* has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world.

Now into its seventh edition, *Global Marketing* continues to be the most up-to-date and thorough text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. This seventh edition expands on a number of new topics, including: shared economy solutions, social media, e-services and smartwatch app marketing, as well as many more.
It is ideal for undergraduate and postgraduate students studying international marketing, and for any practitioners who want to take their global marketing strategies to the next level.

"The world today truly is flat, and a sound global perspective is an absolute must for all students.
Svend Hollensen's Global Marketing provides a thorough and comprehensive treatment that delivers on this need."
Michael R. Solomon, Professor of Marketing, Haub School of Business, Saint Joseph's University, USA, and Professor of Consumer Behaviour, University of Manchester, UK

“The best textbook on global marketing I have come across! The case studies, many of them available online, provide an excellent basis for class discussion.”
Elisabeth Götze, Vienna University of Economics and Business

“Excellent level of detail in each chapter to support learning around strategic global marketing decisions. The video case studies are a huge bonus and really help to bring the subject alive. “
Giovanna Battiston, Senior Lecturer in Marketing, Sheffield Hallam University

Key Features include:

- A clear part structure, organised around the five main decisions that marketing people in companies face in connection to the global marketing process
- End of part and end of chapter case studies helping students to understand how the theory relates to real world application
- Video case studies (available at www.pearsoned.co.uk/hollensen), showing how practitioners are using Global Marketing in their work

About the author

Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including *Marketing Management* and *Essentials of Global Marketing.*

Student resources specifically written to complement this textbook are at **www.pearsoned.co.uk/hollensen**

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