

This text introduces strategic applications, global strategy, and emerging perspectives in an approach that captures the challenges of marketing strategy. It is designed to help students integrate the 4 Ps of marketing in a broader framework with strategic application in addressing global strategy. It features cases from varied industries, and further highlights a cross-section of organization and consumer goods organizations.

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World Marketing. Philadelphia: Cooperative Strategies in International Business. Lexington Hinsdale, IL: The Dryden Press. Dahmen, E. American Economic Translation Series. International Marketing: A Global Perspective. Reading.

A Global Perspective on Greening Marketing Practice Martin Charter, Michael Jay Polonsky A Green Portfolio Matrix', Business Strategy and the Environment The Power of Environmental Partnerships (Fort Worth, TX: Dryden Press). fessional Development Series: American Marketing Association (Boston.

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