



ESSENTIALS OF GLOBAL MARKETING

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Second Edition

ESSENTIALS OF GLOBAL MARKETING

Visit the Hollensen: *Essentials of Global Marketing* second edition Companion Website at www.pearsoned.co.uk/hollensen to find valuable student learning material including:

- Full versions of the video case studies at the start of each part
- Self-assessment multiple choice questions for each chapter
- Annotated links to relevant, specific sites on the Web
- Searchable online glossary
- Flashcards to test your knowledge of key terms and definitions
- Classic extra case studies that help take your learning further
- Suggested further reading
- An Appendix entitled 'Market research and decision-support system'

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