



INTERNATIONAL
EDITION

Global Marketing Management

EIGHTH EDITION

Warren J. Keegan

ALWAYS LEARNING

PEARSON

Global Marketing Management

Warren Keegan is to global marketing what Philip Kotler is to marketing. As a student, then as a teacher, Keegan was my hero, and there is still no one who comes anywhere near him for depth, excitement, clarity, and vision. This eighth edition is a book that stands head and shoulders above all others. It pushes the state of the art to even new frontiers. For anyone interested in global marketing, whether student, teacher, or practitioner, this book is a must.

—PROFESSOR MALCOLM H. B. McDONALD

Emeritus Professor at Cranfield School of Management and Visiting
Professor at Henley, Warwick, Aston, and Bradford Business Schools

Companies doing business in the Asia Pacific region, both local and global, need marketing today more than ever. In this new business environment, marketing will be the key to success and prosperity, and Keegan's eighth edition is the key to global marketing. His book stands out as a clear leader. If you want to be a world-class global marketer, this book shows the way.

—HERMAWAN KARTAJAYA

Hermawan Kartajaya, founder of MarkPlus, Inc. Jakarta, Indonesia is the President of World Marketing Association. In 2003, he was named by the United Kingdom Chartered Institute of Marketing as one of the “50 Gurus Who Have Shaped the Future of Marketing”.

Global Marketing, Global Edition

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