

# Principles Of Marketing 5th Edition Armstrong

## Adam

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in its 5th edition international marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth it provides a solid understanding of the key principles and practices of international marketing the text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life key features a new chapter dedicated to digital and social media marketing fully updated pedagogy including going international vignettes and end of chapter questions brand new examples and case studies from global and innovative companies including red bull gillette and audi now includes interactive activities testbank questions and quizzes available on connect international marketing is available with mcgraw hill s connect the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency international marketing continues to be an essential subject in any business or management degree ghauri and cateora s book now in its fifth edition provides a most up to date and authentic evolution of the subject george s yip emeritus professor of marketing and strategy imperial college business school professor pervez ghauri teaches international business at birmingham business school he is founding editor for international business review ibr and consulting editor for journal of international business studies jibs philip r cateora is professor emeritus at the university of colorado his teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level

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