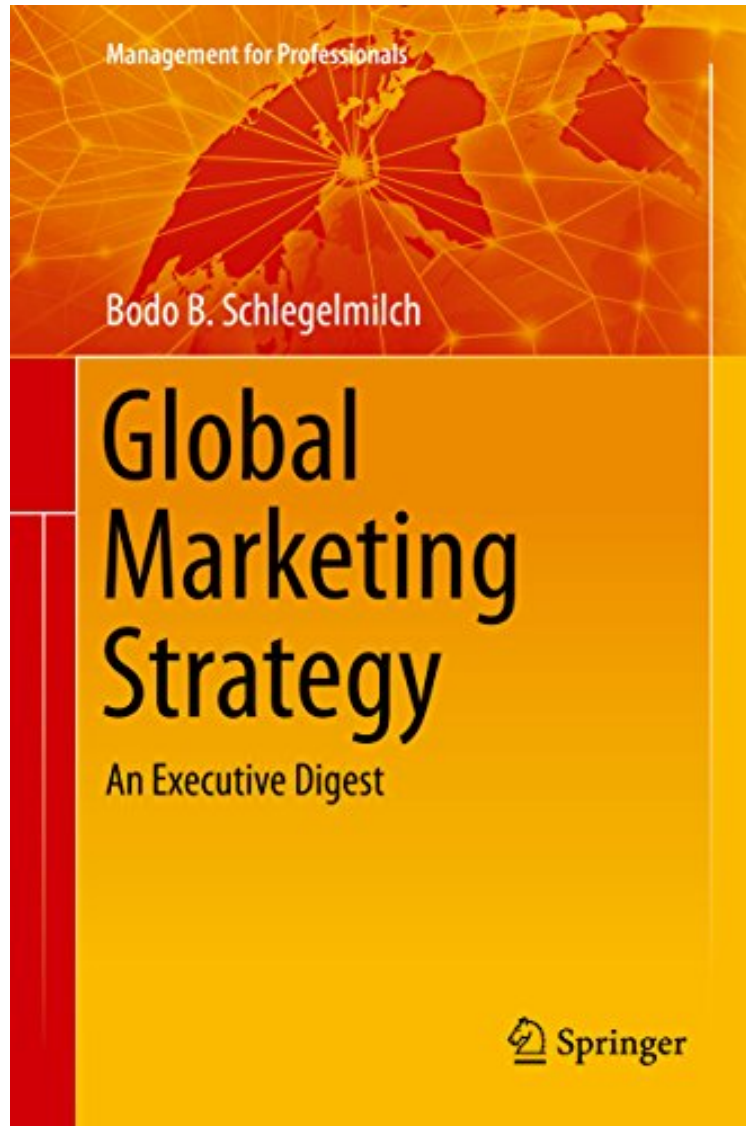


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# Global Marketing Strategy: An Executive Digest (Management for Professionals)

*Bodo B. Schlegelmilch*  
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This book has been written for experienced managers and students in postgraduate programs, such as MBA or

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From the Back Cover This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized Masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures, managing the relationship between national subsidiaries, regional headquarters and global headquarters, as well as corporate social responsibility challenges, and pertinent future trends that are likely to affect global business.   
About the Author Professor Bodo B. Schlegelmilch is Dean of the WU Executive Academy and Chair of the Institute for International Marketing Management at WU Vienna. Previously, he held professorships in the USA and the UK and also worked for Deutsche Bank and Procter Gamble. He has taught global marketing strategy in MBA and Executive Programs for major multinationals across the world, and has published a variety of books and academic papers in journals such as the Strategic Management Journal, Journal of International Business Studies and Journal of World Business. He also was the first ever European Editor-in-Chief of the Journal of International Marketing.