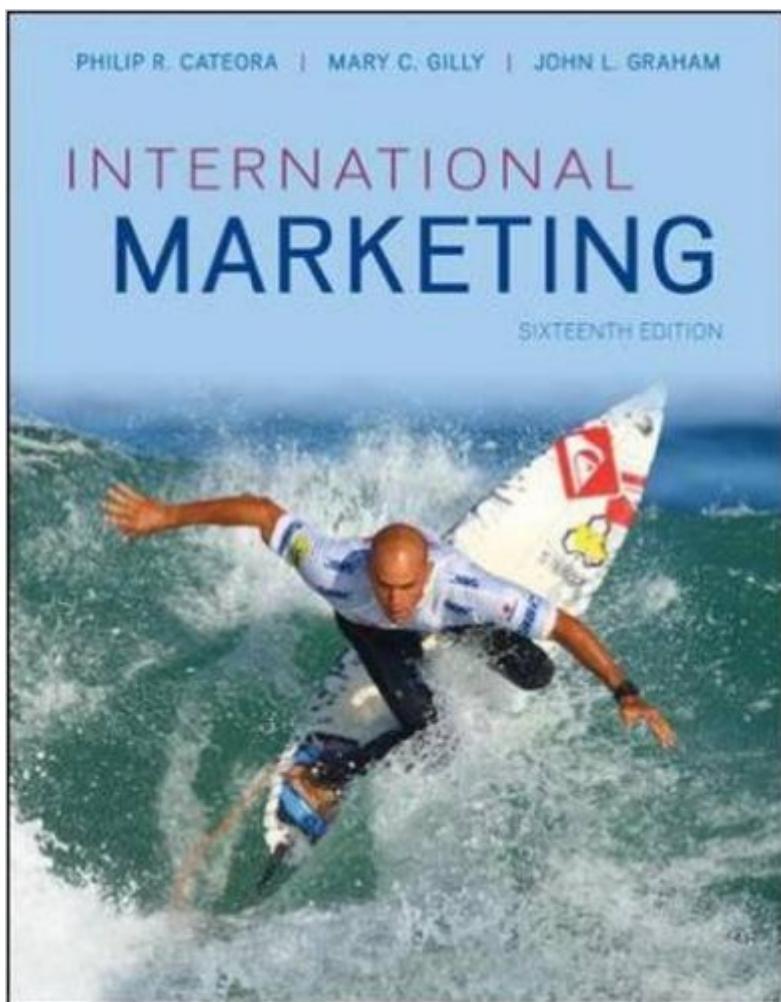


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International Marketing With ConnectPlus Access Card



Synopsis

International Marketing by Cateora, Gilly, and Graham has been a pioneer in the field of international marketing. The authors continue to set the standard in this edition with new and expanded topics that reflect the swift changes of the competitive global market, as well as increased coverage of technology's impact on the international market arena. Now with over 100 new academic articles and their findings integrated into this 16th edition! Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, International Marketing helps students to see the cultural and environmental uniqueness of any nation or region. The 16th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated learning tools and teaching resources. --This text refers to the Hardcover edition.

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Customer Reviews

Hate it. I ordered this book a month before my class started so I would be fully prepared. On the first day of class, I found out by my professor that the loose-leaf version of this book is missing over 200 pages that are included in the hard cover. Nowhere was this disclosed in the book description on either the front or back covers. I do not fault the seller as he/she may not have realized there was a difference but I do fault the publisher for not making it very clear that this was a condensed version of the hard cover.

This is a great international marketing textbook that has many real world examples, and makes the

reading very interesting. There is a lot I learned from this text book. The book also has an online features that has quizzes and exercises that help a lot with learning the material, but the online portion cost extra.

This is exactly what I needed. The book is in great condition and there is not any damage. I also like that it is loose leaf so I can remove and add pages as necessary to decrease the weight of my back pack.

Purchased book for my online masters course. Its ok. Must purchase a binder since its loose-leaf like notebook paper. Strange they thought this was the best economical way to produce the book, but no complaints. It served its purpose and its a great marketing book.

Extremely expensive text book, definitely not worth purchasing if your professor does not give assignments. If you have library access I'd use it there.

The text offered a comprehensive scope of international marketing strategies and case studies. As a text rental, however, I wasn't pleased with the condition of the book; there was too much highlighting and margin notes.

Hey this book is cutting edge and has tons of marketing information. It also has access to a large online library that has tons of movies and demos to help you learn far more than just what is in the book. I will not be selling this book back, it is a keeper.

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