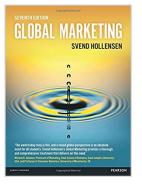
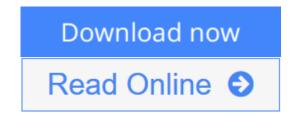
## **Global Marketing (7th Edition)**



By Svend Hollensen



Global Marketing (7th Edition) By Svend Hollensen

"All good marketing is local. Global companies know this and are going "glocal". There is also a trend towards the 'Internet of Everything', which revolutionizes the whole marketing discipline. Svend Hollensen has captured all the latest trends very well with the new cases in his seventh edition of Global Marketing."\_

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#### About the author

Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including *Marketing Management* and *Essentials of Global Marketing*.

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