



Global Marketing Management

Kiefer Lee, Steve Carter

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The second edition of Global Marketing Management addresses contemporary issues in international marketing such as climate change and sustainable development, service delivery and service quality, technology, strategic branding, and building and maintaining relationships. These issues have brought about new challenges at both strategic and operational levels to organisations of all sizes, and at various stages of internationalisation. The authors examine the implications of these issues and consider how they may be applied to the management of global marketing programmes. A new chapter on strategic brand management has been added for the new edition, and content on knowledge management and the digital age is now integrated throughout the text as a whole, reflecting changes in marketing practice. Global Marketing Management equips students with knowledge and skills to enable them to make key management decisions and understand how organisations may be navigated through the increasingly dynamic and challenging global trading environment. It enables students to identify, evaluate, and integrate a wide range of management concepts to create and execute highly effective global marketing programmes, as well as analyse and remedy management problems in managing global operations. Students will be able to assess and monitor a company's effectiveness, and examine the implications and applications of contemporary thinking on global marketing management.

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