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Kate Gillespie is associate professor of international business and marketing at the University of Texas at Austin, USA. She has served as chair of the Global Marketing Special Interest Group of the American Marketing Association, and her research has appeared in top academic journals in the fields of international business, marketing, and area studies.

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Kate Gillespie is associate professor of international business and marketing at the University of Texas at Austin, USA. She has served as chair of the Global Marketing Special Interest Group of the American Marketing Association, and her research has appeared in top academic journals in the fields of international business, marketing, and area studies.

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Global Marketing(2nd Edition) An Interactive Approach by Kate Gillespie, H. David Hennessey, Jean-Pierre Jeannet, Hubert D. Hennessey, Cram101 Textbook Reviews Hardcover, 640 Pages, Published 2006 by Cengage Learning ISBN-13: 978-0-618-65953-1, ISBN: 0-618-65953-6

Created specifically for undergraduate students, this concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. Global Marketing offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written with the student in mind, the Second Edition features comprehensive coverage of current topics based on the authors' extensive research and consulting experience. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market. New! A student-friendly, four-color design features up-to-date photographs, maps, and advertisements that engage students in the material. New! Each chapter includes up to three brief cases that challenge students to further apply chapter concepts. Cases new to the Second Edition focus on "Textile Trauma," "The Global Baby Bust," and "The New Cola Wars," among others. New! Updated coverage of evolving issues in global marketing includes insights and frameworks from recent academic and consulting research. Coverage of new topics concerns global brands, outsourcing, consumer animosity, and social versus commercial global marketing. New! Revised and expanded, the Online Study Center offers ACE practice tests, links for further exploration of issues in global marketing, and a course-length Country Market Project. The Online Teaching Center includes tips from experienced instructors in the Country Market Report guide. New! A considerably expanded test bank—now with over 1,500 questions—includes both factual and applied questions. Each chapter features: an opening vignette with brief anecdotes about global issues or companies; an outline of chapter topics; a set of learning objectives, which help students identify and assimilate important concepts; and two closing cases, which challenge students to apply what they have learned. World Beat boxed inserts offer timely, real-world examples from high-profile companies in Europe, Asia, Africa, the Middle East, and the Americas.

Although this book has a specific focus on Australian firms doing business in China, the important and unique contribution this book makes will help you and anyone in an organization that is considering doing business in China. China maintains a high growth economy and is currently the second largest in the world. This book, which includes results from research interviews conducted with business executives from 40 organizations, will assist in preparing to do business in China. This book takes you through the various elements associated with doing business in China, including the opportunities that are available and the obstacles that organizations can face, supported by data from real businesses internationalizing to China. It examines key areas including the foreign direct investment and trade framework, Chinese culture, political and legal frameworks, intellectual property regulations, motivations for internationalization, market entry strategy, and human resource management issues.

Interdisciplinary approaches are critical to solve the interesting problems of the day. This volume seeks to capture and synthesize the knowledge in the area of branding, product design, innovation, and strategic thought in international marketing.

The Jazz Itineraries series, a new format based on Ken Vail's successful Jazz Diaries, charts the careers of famous jazz musicians, listing club and concert appearances with details of recording sessions and movie appearances. Copiously illustrated with contemporary photographs, newspaper extracts, record and performance reviews, ads and posters, the series provides a fascinating insight into the lives of the greatest jazz musicians of our times. No.1 in the

series, *Dizzy Gillespie: The Bebop Years 1937-1952*, chronicles Dizzy's life from his early struggles, through the birth of bebop, the demise of his first big band, up to his departure for France in 1952.

This textbook introduces students to the important concepts of global marketing today, and their managerial implications. Designed to be shorter than many other textbooks, *Global Marketing* focuses on getting to the point faster. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. *Global Marketing* takes a similar strategic approach, recognizing the need to address both the forces of globalization and those of localization. Other key features include: Coverage of often overlooked topics, such as the competitive rise of China's state-owned enterprises; the importance of diasporas as target markets; and the emerging threat to legitimate marketers from transnational criminal organizations. A chapter dedicated to understanding global and local competitors, setting the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global marketplace. Extensive real-life examples and cases from developed and emerging markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written in a student-friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes.

A totally updated and revised new edition of the most comprehensive, reliable guide to modern entrepreneurship. For years, the Portable MBA series has tracked the core curriculum of leading business schools to teach you everything you need to know about business—without the cost of earning a traditional MBA degree. The Portable MBA in Entrepreneurship covers all the ins and outs of entrepreneurship, using real-life examples and handy tools to deliver clear, honest, practical advice on starting a successful business. If you're planning to start your own business, you'd best start with the facts. This reliable, information-packed resource shows you how to identify good business opportunities, create a business plan, do financial projections, find financing, and manage taxes. Other topics include marketing, selling, legal issues, intellectual property, franchising, starting a social enterprise, and selling your business. Completely updated with new examples, new topics, and full coverage of topical issues in entrepreneurship. Includes customizable, downloadable forms for launching your own business. Comes with Portable MBA Online, a new web site that gives readers access to forms, study guides, videos, presentations, and other resources. Teaches you virtually everything you'd learn on entrepreneurship in today's best business schools. Whether you're thinking of starting your own business or you already have and just need to brush up on entrepreneurial basics, this is the only guide you need.

We are working with Cambridge Assessment International Education to gain endorsement for this forthcoming title. Build strong subject knowledge and skills and an international outlook with author guidance and in-depth coverage of the revised Cambridge International AS & A Level Business syllabus (9609) for examination from 2023. - Understand how the key concepts relate to real business contexts with numerous case studies from multinationals and businesses around the world. - Develop quantitative skills with opportunities to interpret business data throughout. - Master the vocabulary needed to critically assess organisations and their markets with key terms defined throughout. - Build confidence with opportunities to check understanding and tackle exam-style questions at the end of every chapter.

The International Conference on Chinese Enterprise Research (ICCER) is an annual event organized by the Lien-Chinese Enterprise Research Centre, Nanyang Technological University. Held on 13 and 14 December 2007 at Nanyang Technological University and the Singapore Chinese Chamber of Commerce & Industry respectively, the succeeding ICCER enjoyed immense support from local and international Management scholars, boosting the scale and academic standing of the conference. The conference invited famous keynote speakers, including Professor Zhang Weiyang, Dean of Guanghua School of Management, Peking University and Professor Zhao Renwei, former director of the Institute of Economy, Chinese Academy of Social Science. At the same time, attendance also included heads of Nanjing University, Sun Yat-Sen University, Northwest University and Sichuan University's Management and Economics schools, together with research directors and professors of the finest educational institutions. In addition to academic presentations, a panel of prominent economists such as Professor Tan Khee Giap from Nanyang Technological University, Mr Xu Li, General Manager of Industrial and Commercial Bank of China (Singapore) and Mr Jack Niu, Deputy Group Chief Credit Officer, Standard Chartered Bank also deliberated on the topic 'Internationalization of Banks in China'. The keynote speeches, together with a collection of 25 excellent research papers from the conference are presented to the readers in this proceedings.

As technology develops and internet-enabled devices become ever more prevalent new opportunities exist for that technology to be exploited by criminals. One result of this is that cybercrime is increasingly recognised as a distinct branch of criminal law. This book is designed for students studying cybercrime for the first time, enabling them to get to grips with an area of rapid change. The book offers a thematic and critical overview of cybercrime, introducing the key principles and clearly showing the connections between topics as well as highlighting areas subject to debate. Written with an emphasis on the law in the UK but considering in detail the Council of Europe's important Convention on Cybercrime, this text also covers the jurisdictional aspects of cybercrime in international law. Themes discussed include crimes against computers, property, offensive content, and offences against the person, and recent controversial areas such as cyberterrorism and cyber-harassment are explored. Clear, concise and critical, this text offers a valuable overview of this fast-paced and growing area of law.

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