



Global Marketing Management

By Kiefer Lee, Steve Carter

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Featuring a perfect balance of theoretical and practical examples, *Global Marketing Management*, Third Edition, shows students how organizations navigate through today's rapidly changing and challenging global trading environment. Adopting a strategic management framework, the text enables students to identify, evaluate, and integrate a wide range of management concepts in order to create and execute highly effective global marketing programs. It also discusses how to analyze and solve management problems in global operations.

The third edition addresses such key contemporary issues as climate change and sustainable development, service delivery, ICT technologies and social media, strategic branding, and maintaining relationships. Authors Kiefer Lee and Steve Carter examine the implications of these issues and consider how they may be applied to the management of global marketing programs. The Companion Website offers numerous resources for students and instructors.

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Review

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"Very good, outstanding." --Dr Said Al-Hasan, Glamorgan Business School

"This book is more comprehensive than comparable text books and offers a combination of theory and practical application that is often missing." --Dr Antje Cockrill, Swansea University

About the Author

Kiefer Lee is Principal Lecturer in Marketing and Programme Leader for undergraduate Business and Management at Sheffield Hallam University, and Steve Carter is Professor of African Business specialising in Global and Strategic Marketing at Leeds Metropolitan University.

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