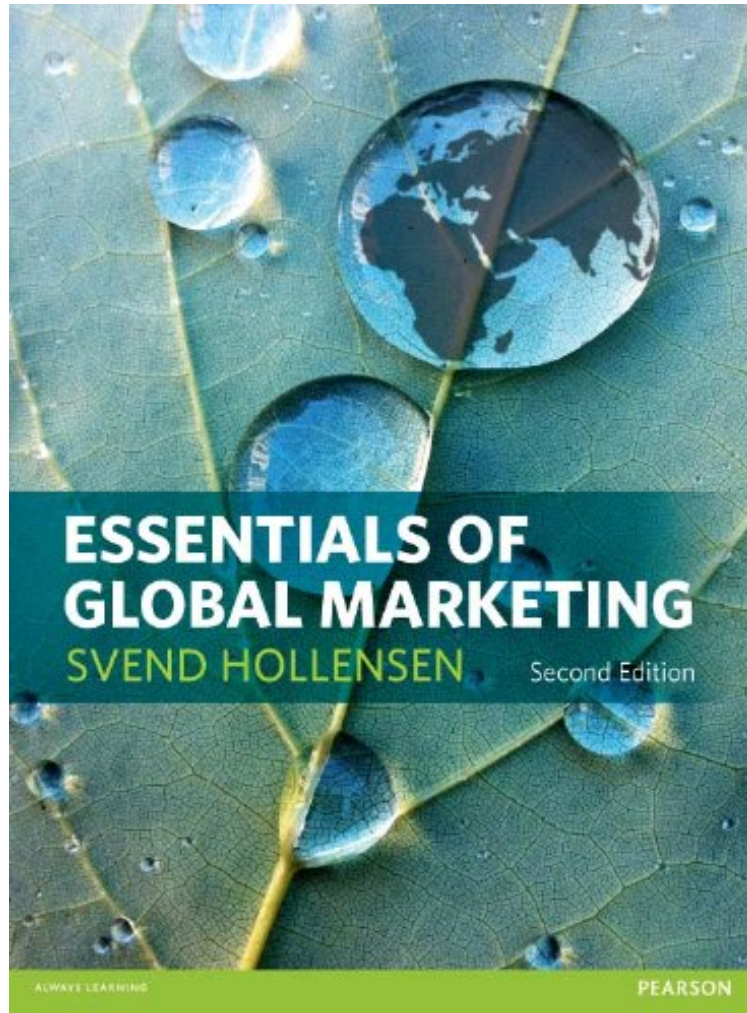


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Svend Hollensen

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Essentials of Global Marketing offers a concise and manageable approach to the subject. The accessible structure takes the reader through the entire international marketing planning process, and fundamental concepts are illuminated by examples from a wide range of companies, small and large, from around the world.

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www.pearsoned.co.uk/hollensen 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 organisations.