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Description: The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral".

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Dr. Kotabe received his Ph.D. in Marketing and International Business at Michigan State University. Dr. Kotabe teaches international marketing, global sourcing strategy (R&D, manufacturing, and marketing interfaces), and Asian and Latin American business practices at the undergraduate and MBA levels and theories of international business at the Ph.D. level.

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Masaaki "Mike" Kotabe holds the Washburn chair Professorship in International Business and Marketing, and is Director of research at the Institute of Global Management Studies at the Fox School of Business at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin.

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