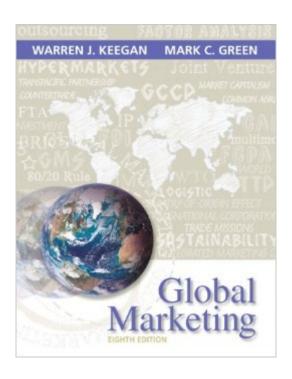
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# Global Marketing (8th Edition)





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#### **Book Information**

Paperback: 608 pages

Publisher: Pearson; 8 edition (January 17, 2014)

Language: English

ISBN-10: 0133545008

ISBN-13: 978-0133545005

Product Dimensions: 8.4 x 0.9 x 10.7 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 3.9 out of 5 stars Â See all reviews (23 customer reviews)

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Unfortunately, the price of the book was more expensive when I realize about this issue and I decided to keep it because that was my only option with a 20% partial refund.

The content of the book is very good but the end of the chapter cases are very weak. As a student, I use the cases at the end of each chapter to further my learning and get a better understanding of how companies use the concepts that were just read in the chapter. This book falls short in that are and that is why I gave the book 3 stars.

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