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~~Svend Hollensen GLOBAL-MARKETING~~

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 organizations. As well as this book, he is the author of other Pearson texts, including Marketing Management and Essentials of Global Marketing.

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Svend Hollensen writes with real authority and insight having been involved in global marketing both as a manager and academic. His book provides a framework within which managers can develop their own approach to overseas markets, and is illustrated with cases and insights that aid understanding. Professor Roger Palmer, Head of the School of Management, Henley Business School, UK . About the ...

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Svend Hollensen is Ph.D. (Dr.) and Associate Professor of International Marketing at University of Southern Denmark (S\u00f8nderborg).

~~Svend Hollensen University of Southern Denmark~~

The textbook Global Marketing has been written for instructors teaching courses or executive education programmes in International or Global Marketing. The book is structured according to five main decision phases that companies face in the global marketing process.

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Contents (short and long)

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Svend Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark. He is the author of globally published textbooks and several articles in well-recognised journals. Svend Hollensen has also worked as a consultant for several multinational companies, as well as global organizations like the World Bank.

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Svend Hollensen is Ph.D. (Dr.) and Associate Professor of International Marketing at University of Southern Denmark (S\u00f8nderborg). He has practical experience from a jobs as International Marketing Coordinator and International Marketing Manager. After working in industry he received his Ph.D. from Copenhagen Business School (CBS) in 1992.

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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. His other Financial Times Prentice Hall books include Marketing Management (2nd edition), published in 2010.

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Author Hollensen, Svend Subjects Export marketing.; Case studies.; Export marketing - Case studies. Audience Specialized Summary Written from the perspective of the firm competing in international markets, this book is developed primarily for undergraduate and graduate courses in global/international marketing.