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International Marketing



Synopsis

Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 17th edition of International Marketing with their well-rounded perspective of international markets that encompass history, geography, language, and religion as well as economics, which helps students see the cultural and environmental uniqueness of any nation or region. In addition to coverage of technology's impact on the international market arena, the 17th edition of International Marketing features new topics that reflect recent changes in global markets, updated teaching resources, and new learning tools including McGraw-Hill's Connect with its adaptive SmartBook that lets instructors assign textbook readings and incentivize students' engagement with course content. Click "Features" below for more.

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Customer Reviews

Writing a textbook is difficult and the authors diligently cover the basics. Give them credit for tackling a giant project and because the textbook goes into ample detail on many facets of international marketing. Unfortunately, I have yet read a great book on the subject (great market opportunity if someone is so inspired). However, this may be the least enjoyable textbook I've ever read in any subject. It suffers from many issues, let me cover just three. First, it was poorly proofed for accuracy (something that needed to be done by subject experts, not English majors). For example (page 497), the authors repeat the false claim that GM's Nova models did poorly in Spanish speaking countries because it meant "No Va!" or "Doesn't go". This is a false rumor (see [...] for more details) and I would have expected marketing experts to know better. In

Chapter 8, the textbook twice mentions resources available at [...] I was excited about this because I had never heard of it before and I like using government sources. However, when I tried this site, it was down. U.S. sites rarely remain down so I did some research and discovered that the U.S. shut down this site on September 30, 2010. The authors and McGraw Hill have released three editions since this site was shut down without noticing the problem! I am not a subject expert in international marketing; so when I can find quite a few errors on things I already know, it makes me wonder how many other errors are in the book that I lack the background to notice. Second, this was the most politically correct textbook I've ever read. It mostly presents the world through rose-colored glasses, but there are some exceptions. Most of the exceptions are American firms. The book rarely misses a chance to present an American firm in a bad light or present the American culture as lacking compared to others. It also makes value judgements instead of presenting both sides of an issue. For example, on page 118 the textbook throws this judgment into a discussion on languages. "Unfortunately, as the number of spoken languages continues to decline worldwide, so does the interesting cultural diversity of the planet." The sentence added no value to the rest of the section, it was just thrown in there as if the authors' joint opinion was a fact. If they were going to bring this up, they should have at least also covered the benefits of more people being able to more easily communicate with each other. Since this is a marketing book, it would have been appropriate to discuss the business implications of more or less languages. One market of 50 million consumers speaking a common language is much more attractive to firms and will be better served by them than ten much smaller markets of five million people each speaking a different language. Students buy this book to learn about international marketing, not the superfluous opinions of the authors. If the authors have educated opinions about the subject matter, share those otherwise opinions do not belong in a textbook. Third, in a laudable attempt to be interesting, the book avoids standard textbook phrasing in many sections. However, I don't need cute or snarky comments in my textbooks, I just want a reliable source of objective information. The essence of the book can be summed as "Carefully design your product to meet the needs and desires of your target audience." Great advice, too bad they didn't follow it. That, or they have a very low opinion of today's students. That's all the time I want to spend on this book. Hopefully taking the time to discuss some of my bad experiences with this book will help you avoid doing likewise.

The book is really user-friendly. English is my second language, but the way this book is written makes it real easy for readers to understand.

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