



# Global Marketing

By Kate Gillespie, H. David Hennessey

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Written for an undergraduate audience, but also successfully used in post-graduate courses, this concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. GLOBAL MARKETING offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written with the student in mind, the Third Edition features comprehensive coverage of current topics based on the authors' extensive research and consulting experience. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market.

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#### About the Author

Kate Gillespie teaches at the University of Texas, Austin. She received her BA from Harvard University, her MBA from the University of Virginia, and her PhD from the London Business School. Her research interests include international marketing, international business-government relations, and business in developing countries. Kate is a frequent journal contributor.

H. David Hennessey is Associate Professor of Marketing at Babson College and an associate of Ashridge Management College in Berkhamsted, England. He received his MBA from Clark University and his PhD from New York University. His research interests include information technology in sales and marketing and the development of global marketing strategies. Dr. Hennessey has held marketing positions in several companies and has consulted for AT&T, ICI, Compaq, Phillips, EG&G, BBD, and Ansell Edmont. In addition to his teaching experience in Latin America, Europe, and Japan, he is the faculty director of the School of Executive Education's International Managers Program. Dr. Hennessey has tailored programs for DEC and Pitney Bowes.

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