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Fifth Edition GLOBAL MARKETING. Fifth Edition. GLOBAL MARKETING. A DECISION-ORIENTED APPROACH Svend Hollensen. CONTENTS. Preface Guided tour Acknowledgements Publisher's acknowledgements Abbreviations About the author. XVI XXX. xxxiv xxxvi xli xliv. PART I THE DECISION WHETHER TO INTERNATIONALIZE sj 1 Global marketing in the firm 5.

### Fifth Edition GLOBAL MARKETING - GBV

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.

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