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Global Marketing Management FOURTH EDITION. M. Kotabe and K. Helsen. New York: John Wiley and Sons, Inc. (2008), 682 pages. ISBN: 978-0-471-75527-2.

Global Marketing Management: FOURTH EDITION. M. Kotabe and ...

Kotabe is chair of international business and marketing, and director of research at the Institute in Global Management Studies at Temple University. Helsen teaches marketing at the Hong Kong University of Science and Technology.

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Kotabe has taught international marketing, global sourcing strategy (R&D, manufacturing, and marketing interfaces) at the undergraduate and MBA levels and theories of international business at the Ph.D. level, among others. He has lectured widely at various business schools in 20 countries around the world.

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Rather than being bound by the traditional bilateral (inter-national) view of competition and marketing, Kotabe and Helsen emphasize the multilateral (global) nature of marketi. The ultimate objective of this book is to help readers prepare for the 21st Century and become an effective manager overseeing global marketing activities in an increasingly competitive environment.

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