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5.0 out of 5 stars Global Marketing Strategies Jeannet & hennessey. Reviewed in the United States on April 16, 2000. I use this book for instructing my third year marketing students who find the case study section particularly helpful. The glossy pages of international statistics make for easy reading. A very good value for money book.

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Dr. Jeannet has published Competitive Marketing Strategies in a European Context, as well as several casebooks and articles on global business strategies. An international consultant, he has worked...

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Rather, a global marketing strategy requires a new way of thinking about global marketing operations. Global companies are fully aware of their strengths across as many markets as possible. Consequently, the global company will build its marketing strategy on the basis of a thorough understanding of global logic pressures and will enter any markets dictated by the overall global logic it faces in any given industry. A global company is also keenly aware of the value of global size and market ...

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Jean-Pierre Jeannet is the author of Global Marketing Strategies (4.00 avg rating, 3 ratings, 0 reviews, published 1991), Cases In International Marketin...

Jean-Pierre Jeannet (Author of Global Marketing Strategies)

Jean-Pierre Jeannet is Professor Emeritus of Global Strategy and Marketing. His areas of special interest are global business, marketing strategies, market orientation, and the globalization of medium sized companies.

Jean-Pierre Jeannet | IMD Business School

I am a strategic marketing and development consultant and the originator and founder of Global Marketing Strategies, a 10 year old partnership and a world wide consulting firm that specializes in ...

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Global Marketing: Strategies, Definition, Issues, Examples ...

Dr. Jeannet has published Competitive Marketing Strategies in a European Context, as well as several casebooks and articles on global business strategies. An international consultant, he has worked for ICI PLC (UK), DSM (Netherlands), Slemans (Germany), Nokia (Finland), and Sulzer Brothers (Switzerland).

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