



# Global Marketing Management

*Masaaki (Mike) Kotabe, Kristiaan Helsen*

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## **Global Marketing Management** Masaaki (Mike) Kotabe, Kristiaan Helsen

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. Rather than being bound by the traditional bilateral (international) view of competition and marketing, Kotabe and Helsen emphasize the multilateral (global) nature of marketing. This global approach also presents marketing in a cross- functional approach to the business operation.

\* Global orientation- This book takes the view that the term, "global" epitomizes the competitive pressure and market opportunities from around the world and the firm's need to optimize its market performance on a global basis.

\* Proactive Orientation- Presents a balanced approach between an outside/in and inside/out marketing perspective.

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