



## GLOBAL MARKETING WITH MYMARKETINGLAB, GLOBAL EDITION (MIXED MEDIA PRODUCT)



Pearson Education Limited, United Kingdom, 2014. Mixed media product. Condition: New. 8th edition. Language: N/A. Brand New Book. This package contains Keegan, Global Marketing 8e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. For undergraduate and graduate global marketing courses. This package includes MyMarketingLab. The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience—for you and your students. Here's how: Bring Global Marketing to Life with Real-World Examples: The cases in this text were written to encourage student interest and learning, stimulate class discussion, and enhance the classroom experience for students and instructors. Highlight Key Emerging Markets: Continued expanded coverage on the growing impact of emerging nations. Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. This package includes MyMarketingLab, an online homework, tutorial, and assessment program designed to work with this text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. My Lab/Mastering is not a self-paced technology and should...



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