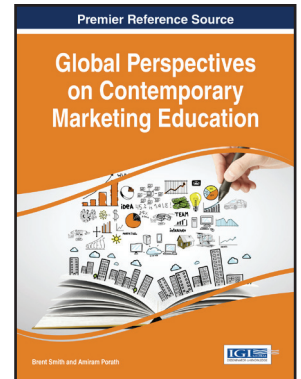


Global Perspectives on Contemporary Marketing Education

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

Brent Smith (Saint Joseph's University, USA) and Amiram Porath (AmiPorCon Ltd, Israel)



Description:

A successful marketing department has the power to make or break a business. Today, marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market. As companies compete for international standing, the value of marketing professionals with well-rounded experience, exposure, and education has skyrocketed.

Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement. A compendium of innovations, insights, and ideas from marketing professors and professionals, this title explores the need for students to be prepared to enter the sophisticated global marketplace.

Readers:

This book will be invaluable to marketing or business students and educators, business professionals, and business school administrators.

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Topics Covered:

- Diversity
- Ethics
- Heuristic Thinking
- Marketing Education
- Marketing Pedagogy
- Mission-Based Marketing
- Multicultural Education
- Strategic Marketing
- Sustainability

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