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Handbook of Research on Effective Marketing in Contemporary Globalism

Handbook of Research on

Effective Marketing in Contemporary Globalism

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

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The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success.

The **Handbook of Research on Effective Marketing in Contemporary Globalism** provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholar-practitioners, business executives, and undergraduate/graduate students.

Topics Covered:

- Branding and Brand Equity
- Business and Product Life Cycles
- Convergence/Divergence Theory
- Cultural Intelligence (CQ)
- Guerilla Marketing
- International Marketing
- Strategic Marketing Management

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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Bryan Christiansen has been the Chairman of PryMarke, LLC since 2004, a Business Analytics and Management Consultancy in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology) in the USA and Gumushane University in Turkey. Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, Spanish, and Turkish and has traveled to 38 countries during his 27-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects and is currently based in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor's degree in Marketing from the University of the State of New York and an MBA degree from Capella University. He completed his Doctor of Business Administration (DBA) degree in International Business at Walden University in 2013.



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