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Dr Kotabe teaches international marketing, globalsourcing strategy (R&D, manufacturing, and marketinginterfaces), and Asian business practices at the undergraduate andMBA levels and theories of international business at the PhD level.He has lectured widely at various business schools around theworld, including Austria, Germany, Finland, Norway, Brazil,Colombia, Mexico, China, Japan, Korea, Indonesia and Turkey.

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this one. They offer an excellent analysis of market converging and diverging forces adding to the complexities of global marketing and how to cope with them.

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The text's guiding principle, as laid out clearly and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral." Relevant to all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals.

Global Marketing Management: Sixth edition

Global Marketing Management FOURTH EDITION. M. Kotabe and K. Helsen. New York: John Wiley and Sons, Inc. (2008), 682 pages. ISBN: 978-0-471-75527-2.

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International Marketing - Edinburgh Business School

International Business Studies (JIBS) and elsewhere. He is a Fellow of the Academy of International Business, the Asia Pacific Foundation of Canada and the Royal Society of Canada. At Ivey, he has taught on a variety of school programs including the Executive MBA offered at its campus in Hong Kong.

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