

# Global Marketing A Decision Oriented Approach Financial Times Prentice Hall

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**Market Orientation, Organisational Learning Capabilities ...**

Thus marketing oriented firms are seen to be innovative, to have a strong customer focus, to make decision with reference to competitor activities, to have an integrated marketing approach and most of all to be able to deliver a high level of share holder\owner value

**International Marketing**

Hollensen,S (2013) Global Marketing: A decision-oriented approach, 6th edition, Pearson Education, ISBN 978-0-273-77316-0 Keegan, W and Green, M (2015) Global Marketing, 8th edition, Prentice Hall, ISBN 9780133545005 Kotabe, M and Helsen, K (2014) Global Marketing Management, 6th edition, John Wiley & Sons, ISBN 1118466489

**IKEA in Japan**

The report is based on the book Global Marketing: A decision-oriented approach \_ by Svend Hollensen It follows each of its chapters The idea was to combine the IKEA case with the appropriate theory, therefore the models used are the ones proposed by the book In this report one single case study, the one of the retail company, IKEA, was executed

**MG/IB 355 INTERNATIONAL MARKETING MANAGEMENT: ...**

- An ability to identify, generate and utilise information useful in international marketing decision- making;
- An ability to develop and implement promotional strategies for the European markets Global Marketing: A Decision Oriented Approach, FT/Prentice Hall, 2010