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and global marketing services. Now it has become evident that companies cannot insulate itself from Global marketing competition by remaining in the domestic market or a few select ...

Jean-Pierre Jeannet (Author of Global Marketing Strategies)

Jeannet has published Competitive Marketing Strategies in a European Context, as well as several casebooks and articles on global business strategies. An international consultant, he has worked for ICI PLC (UK), DSM (Netherlands), Slemans (Germany), Nokia (Finland), and Sulzer Brothers (Switzerland).

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His areas of special interest are global business, marketing strategies, market orientation, and the globalization of medium sized companies. In 1974, Professor Jeannet became a member of the faculty of Babson College where he last held the F.W. Olin Distinguished Chair in Global Business and was for many years director of the Glavin Center for Global Business.

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Jean-Pierre Jeannet is the author of Global Marketing Strategies (4.00 avg rating, 3 ratings, 0 reviews, published 1991), Cases In International Marketin...

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Global Marketing Strategies by Jean-Pierre Jeannet

Global Marketing Strategies earns high praise for its up-to-date coverage of the field, especially from instructors of graduate-level courses. In addition to the latest research, this text reinforces the importance of global strategic thinking, or the "global mindset," with current examples from well-known companies across Europe, Asia, and Africa, as well as both North and South America.

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5.0 out of 5 stars Global Marketing Strategies Jeannet & hennessey. Reviewed in the United States on April 16, 2000. I use this book for instructing my third year marketing students who find the case study section particularly helpful. The glossy pages of international statistics make for easy reading.

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