



# Marketing Strategy: A Global Perspective (Dryden Press Series in Marketing)

*Vernon R. Stauble*

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This text introduces strategic applications, global strategy, and emerging perspectives in an approach that captures the challenges of marketing strategy. It is designed to help students integrate the "4 Ps" of marketing in a broader framework with strategic application in addressing global strategy. It features cases from varied industries, and further highlights a cross-section of organization and consumer goods organizations.

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