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

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Kotabe/Helsen team has really set the standard for the international marketing textbook market. I have read three other similar textbooks, but there is no other book measuring up to 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.

Global Marketing Management book by Masaaki Kotabe

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overview on the topic of international marketing from the viewpoint of issues related to the V4 countries, namely the Czech Republic, Hungary, Poland and Slovakia. This publication is based on qualified contributions of experts in the field of international marketing and business. The team of 14 authors includes university staff from 6 universities

Elena Horská et al. INTERNATIONAL MARKETING

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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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.

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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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