



# marketing in asia

second edition

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ASIA GLOBAL EDITION

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second edition



**Experience, Leadership, Innovation.** Based on the best-selling U.S. text *Marketing*, the second edition of *Marketing in Asia* continues a tradition of leading the market with contemporary, cutting-edge content presented in a conversational student-oriented style, supported by the most comprehensive, innovative, and useful supplement package available.

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- Building on past experiences as authors,
- Continuing their leadership role in bringing new topics and perspectives to the classroom, and
- Focusing on pedagogical innovation that truly responds to new teaching and learning styles.

This text and package is designed to meet the needs of a wide spectrum of faculty from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program.

*Marketing in Asia* utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach formed the foundation of the first edition of *Marketing in Asia* and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies.

The **ASIA GLOBAL EDITION** has been adapted to include relevant content from Asia and other parts of the world.

The McGraw-Hill Companies

ISBN 978-1-259-00789-7  
MHID 1-259-00789-8



9 781259 007897

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