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"The main strength [of Global Marketing] is the ability of the authors to link examples to the basic theoretical concepts that has been previously discussed or that assumed to be known from previous principles class." - University of Central Florida reviewer

"Strengths of [Global Marketing] include clarity in writing, good organization, strong examples/illustrations, and an industry, or as my students say-"real world," perspective." - Samford University reviewer

"I found the explanation of documentary credit to be excellent. This is a concept that students often misunderstand in other textbooks." - Samford University reviewer