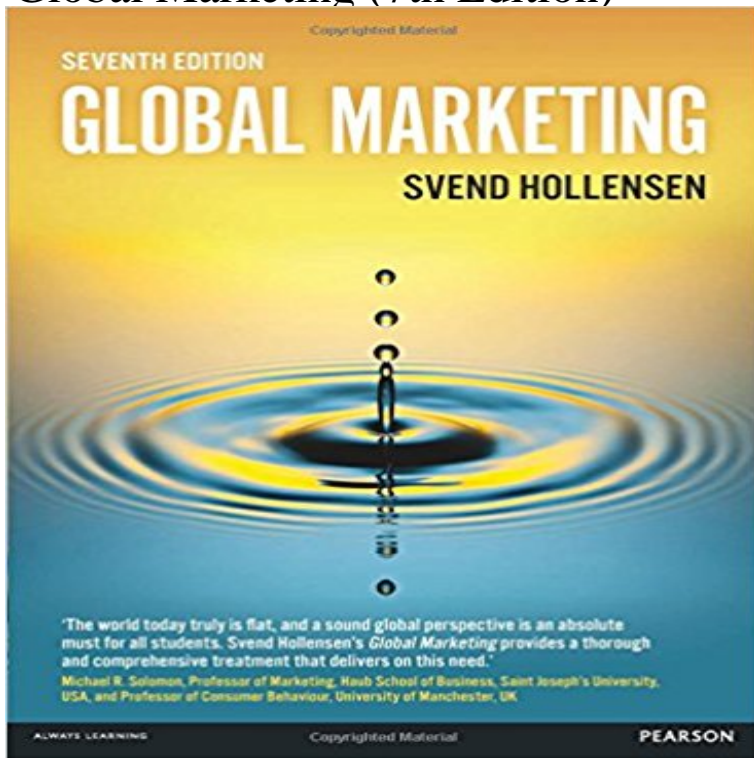


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About the author Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As

well as this book, he is the author of other Pearson texts, including Marketing Management and Essentials of Global Marketing. Student resources specifically written to complement this textbook are at www.pearsoned.co.uk/hollensen

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