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Marketing et globalisation Houcine Akrou, 2005 La globalisation de l'économie a profondément impacté le management de l'entreprise internationale et en particulier son marketing. Par l'accroissement des interdépendances qu'elle génère, elle a considérablement complexifié les décisions associées à la configuration des stratégies marketing à l'échelle mondiale. Cet ouvrage traite cette problématique en mettant dans un premier temps en évidence les caractéristiques de cette globalisation multiforme par une identification de ses indicateurs au travers de nouvelles grilles de lecture. Cette tape analytique est primordiale pour toute formulation d'une stratégie de marketing global. Il propose dans un second temps une conception approfondie et large du marketing global, dépassant les controverses classiques. Il est vrai que jusqu'ici, faillit le rappeler comme par atavisme, le marketing global n'a guère assimilé une simple standardisation du marketing mix au plan international. Fort de sa double expérience d'enseignant-chercheur et consultant, l'auteur procède à un examen minutieux de la globalisation du marketing par un aller-retour permanent entre des bases conceptuelles solides et des observations pratiques dans les entreprises internationales les plus dynamiques sur le marché mondial. L'approche proposée fédère plusieurs corpus et offre aux praticiens et professionnels du marketing davantage de leviers stratégiques et opérationnels à la hauteur des nouveaux défis.

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In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Marketing Et Globalisation Comment Realiser Lunite Au Pluriel**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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