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Dr. Keegan is the author of many books. His text, Global Marketing Management, Seventh Edition (2002, Prentice Hall, Inc.) is recognized as the leading Global Marketing text for M.B.A. courses around the world.

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activities in an increasingly competitive environment. The text 's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more " multilateral. " Suitable for 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. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

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