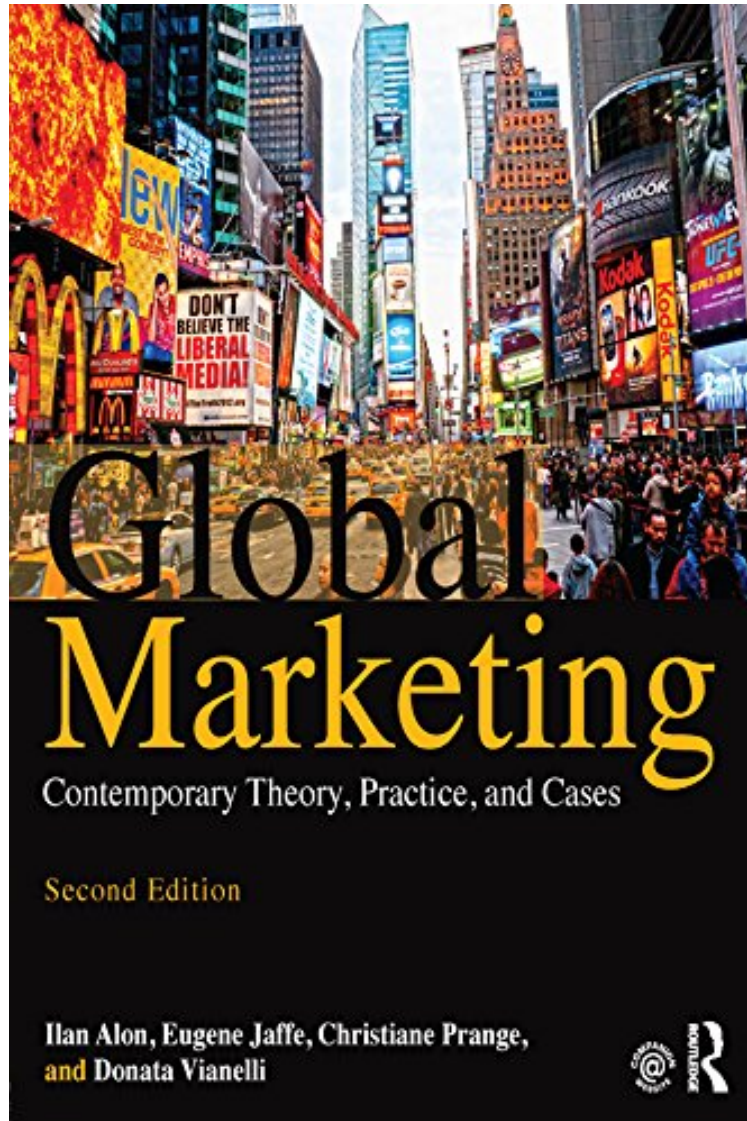


Global Marketing: Contemporary Theory, Practice, and Cases

Ilan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli
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About the Author
Ilan Alon is a Professor of Strategy and International Marketing at the University of Agder, Norway, as well as a visiting scholar at Georgetown University, USA. The author of several books, Alon has taught at top business schools globally, and consulted in marketing and international business for multinational corporations and government organizations. Eugene Jaffe is a Professor of Marketing at the School of Economics and Business Administration, Ruppin Academic Center, and Emeritus Professor at the Graduate School of Business Administration, Bar-Ilan University, both in Israel. He has authored seven books, and published in several journals, including the *Journal of Marketing Research*, *Journal of World Business*, *International Marketing*, and *International Business*. Christiane Prange is a Professor of Global Strategy and Marketing at Tongji University, China. She has been a visiting professor at top international business schools and has consulted multinational companies on marketing and internationalization strategies, global innovation management, and corporate agility. She has published five books and several journal articles. Donata Vianelli is a Professor at the University of Trieste, Italy, where she teaches international marketing and international business. She has authored four books and has published in a range of international journals. She researches global distribution and cross-cultural consumer behavior with a focus on Europe and Asia.