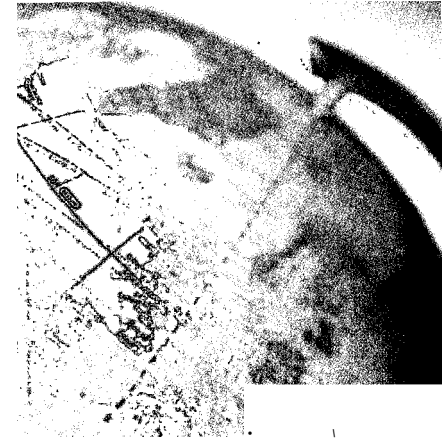


# GLOBAL MARKETING



**SECOND EDITION**

*University of Texas at Austin*

*Babson College, Wellesley, Massachusetts  
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Lausanne, Switzerland*

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