

CHAPTER OVERVIEW

11: Competing Effectively through Global Marketing, Distribution, and Supply-Chain Management

- 11.1: Chapter Introduction
- 11.2: Fundamentals of Global Marketing
- 11.3: Critical Decision Points in Global Marketing
- 11.4: Standardized or Customized Products
- 11.5: Global Sourcing and Distribution
- 11.6: Global Production and Supply-Chain Management
- 11.7: End-of-Chapter Questions and Exercises

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