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4th Edition
Routledge
2020
ISBN: 978-1-138-35222-3 (print)
ISBN: 978-1-315-71688-6 (e-book)
Review DOI [10.1108/IRJMS-01-2026-194](https://doi.org/10.1108/IRJMS-01-2026-194)

Introduction

“Global Marketing” by Kate Gillespie and H. David Hennessey is a pervasive guide who focuses on the complexities of marketing on an international scale. The book typically covers various topics, ranging from the basic principles of global marketing to more advanced strategies for businesses expanding their operations across multiple countries and cultures.

The authors, Kate Gillespie and H. David Hennessey is renowned for their expertise in international marketing. Their book offers insightful information about businesses’ opportunities and difficulties when operating in various international marketplaces. They might discuss cultural nuances, market entry strategies, global consumer behavior, and the impact of globalization on marketing practices.

There are several global marketing textbooks in the marketplace. However, this book is different in several ways, especially since it is designed with shorter focuses on getting to the point faster. The book, in general, would probably offer a blend of theoretical frameworks, real-life examples, and practical insights to guide both students and professionals in understanding the intricacies of global marketing. Its content may be relevant to academics, learners, and practitioners involved in international business. In essence, this book not only presents a comprehensive exploration of global marketing but also provides an informative and engaging dynamic learning experience. Its well-organized structure, diverse case studies, clear learning objectives, and strategic use of visuals make it a priceless reading material for students, academics, and practitioners alike. In reviewing this book, the reviewers employed the academic approach utilized by [Rathnasiri and Dewasiri \(2024\)](#), [Iddagoda and Dewasiri \(2021\)](#), [Dewasiri and Iddagoda \(2021\)](#), [De Silva, Rathnasiri, and Piumali \(2023\)](#) and [Dewasiri and Samarasinghe \(2019\)](#).

Review

The book is thoughtfully structured into five distinct parts and sixteen chapters; each meticulously aligned with key decision-making phases for internationalization. The book begins in Part 1, titled “Understanding the Global Marketing Environment,” which is followed by Part 2- “Analyzing Global Opportunities” and Part 3- “Developing Global Participation Strategies.” Part 4, titled “Designing Global Marketing Programs”, appears before the ending section, Part 5, “Managing the Global Marketing Effort.” At the end, there is a section called “Country Market Report” that shares how to review a market and plan for entering it in any country and for a chosen business.

In Chapter 1, the authors explain why businesses and future managers should pay close attention to global markets. After that, the author looks at how global marketing evolved from simply domestic marketing, which offers a new perspective for the future of international

Declaration of conflict of interest: The authors declare no conflict of interest.



marketing. After discussing different global marketing strategies, this chapter points out that global mindsets and general global competence are fundamental for business professionals.

Part 1: In these first chapters, the author covers various elements of the world's marketing environment. Therefore, Part 1 discusses in detail the different influences on marketing strategies all over the world. It talks about the difficult interactions among economic, cultural, social, political, and regulatory factors as three separate chapters that point out the importance of marketers being flexible in international situations. When looking at how cultures change consumer behavior, respond to different economic situations, follow politics and legal changes, and consider social issues, the approach in this part equips readers to understand global marketing from many angles and discuss success factors effectively.

Part 2: "Analyzing Global Opportunities" is the second part of the book, in which the authors look into global markets, competitors, and marketing research in three helpful chapters. Chapter 5 in Part 2 gives a full description of international markets. Authors discuss the major markets, which include markets for consumers, businesses, and government bodies. It then goes on to highlight how companies should regularly review their opposition and establish the best strategies based on regional attitudes about competition. The last chapter, which makes up Part 2, focuses on how marketing research plays an important part in taking advantage of global opportunities. The authors go over the main and supporting data collection methods for market research around the globe.

Part 3: Here, the authors talk about how companies participate in the global market and the strategies they use to enter it. The material in these two chapters demonstrates the best ways companies can break into foreign countries and achieve success. Chapter 8 explains what businesses face when they attempt to enter a global market. Firm internationalization tactics have historically ranged from nimble reactions to foreign opportunities to well-thought-out expansions. In the current global economy, businesses must decide if expanding internationally is necessary to survive. Businesses must proactively choose the optimal course for market expansion, prioritizing certain areas and international markets since breaking into new markets overseas may be expensive and time-consuming. The next chapter delves into the various methods and strategies businesses can employ to enter global markets. It covers a wide range of entry strategies, each with its advantages, challenges, and implications. Since the authors blend theoretical insights with practical examples to help businesses navigate the complexities of international expansion, this part is precious for business leaders and entrepreneurs aiming to extend their operations beyond domestic borders.

Part 4: This part focuses on global marketing mix management and the cross-cultural problems that arise when making product, pricing, distribution, and promotion decisions. Part 4 is divided into six chapters: "Global Product Strategies," "Global Strategies for Services, Brands, and Social Marketing," "Pricing for International and Global Markets," "Managing Global Distribution Channels," "Global Promotion Strategies," and "Managing Global Advertising." The difficulties of creating goods for worldwide markets and markets worldwide are examined in Chapter 10. It begins by looking at the external elements that may make it more difficult for standardized items to be sold in various marketplaces. Product line management, product warranties, packaging and labeling, and international product development are some subjects covered in the following sections. In Chapter 11, the emphasis is shifted to global branding, services marketing, and brand protection concerns. Interestingly, the authors identify the significance of social marketing in the international arena, distinguishing it from commercial marketing. An overview of the significant variables influencing pricing policy in a global setting is presented in Chapter 12. The authors examine how cost factors affect decisions about international pricing, followed by the impact of environmental and market factors. Next, management pricing concerns such as countertrade, gray markets, and transfer pricing will be discussed.

Chapter 13 discusses how global distribution networks are organized and how to find, choose, and manage channel members. Next, it investigates how the multinational company obtains access to local channels and handles global logistics. Conclude the chapter by

discussing global retail trends and the managerial implications of international smuggling. The cross-cultural effects of push and pull marketing strategies are examined in Chapter 14. It tackles the difficulty of starting a local and global personal selling campaign, looking at different sales tactics, hiring sales staff, and pay-related concerns. Along with exploring various international promotion strategies such as product placements, sports sponsorships, buzz marketing, public relations, and sales promotions, the chapter also addresses promotional issues in B2B and government sales. One of the main elements of the promotion mix, advertising, is the subject of Chapter 15. International marketers must choose between targeting local and global audiences with their advertising initiatives. The chapter summarizes the main elements affecting this choice before reviewing the fundamental difficulties in choosing suitable media and executing a campaign.

Part 5: Part 5 is allocated to the overarching title “Managing the Global Marketing Effort,” and only one chapter is included. Chapter 16, “Organizing for Global Marketing,” discusses forming an adequate organization as a critical component of global marketing. The objective is to create a control system and organizational structure that will allow the company to leverage pertinent experiences from other markets and with other goods to adjust to the particulars of each market. Businesses need to balance these two needs to succeed. For different internal and external settings, different organizational structures work well. So, as reviewers, we understood that no single framework works best in all situations.

Conclusion

In conclusion, this thorough manual on global marketing outperforms other textbooks in the sector and is a priceless resource for learners, novices to the industry, and seasoned pros alike. Its comprehensive coverage of contemporary strategies, chapter-opening stories, managerial takeaways, discussion questions, evocative case studies, and country market report exercises provides a thorough understanding of the complexities of marketing on a global scale. Anyone hoping to thrive in today’s interconnected marketplace should read it because of the authors’ skills at fusing theory with practical applications. This book provides the tools and assistance you need to successfully navigate the ever-changing world of global marketing, whether your goal is to increase your knowledge or improve your marketing efforts.

A narrative, a synopsis of a marketing experience, a chapter framework, and clear learning objectives are all included at the beginning of each chapter. To further improve the reader’s capacity to apply the chapter’s information to real-world circumstances, the chapters feature numerous topical instances of market difficulties from around the globe and brief but conceptually rich case studies. Because of its thorough and logical presentation, this book is an excellent option for practitioners and graduate and undergraduate students alike as a textbook. In short, anyone interested in international marketing should pick up this textbook.

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Acknowledgments

The reviewers would like to express their appreciation for the support provided by the book’s authors, Prof. Kate Gillespie at the University of Texas at Austin, USA, and Prof. (Emeritus) H. David Hennessey at Babson College, USA.

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