

# Pearson Arab World Editions

## Kotler, Keller, Hassan, Baalbaki, Shamma: Marketing Management

As Arab markets become increasingly important centers for finance, tourism and real estate, education providers are adapting their programs and courses to reflect this growing trend. In line with this mission, Pearson has created a series of Arab World Editions – a series of textbooks designed to give insights and perspectives across a range of higher education topics and to provide Arab students with relevant and contextualized learning.

From this series comes the Arab World Edition of Kotler and Keller's *Marketing Management*, allowing Arab readers to better relate to, and visualize, key marketing concepts and theories.

The adapting authors of this book, Hassan, Baalbaki and Shamma, have first-hand experience of the region, having lived, worked and taught throughout the region for a number of years. They have used this knowledge to create a resource especially designed for this part of the world.

Available in Summer 2012, this book is a first of its kind, combining international marketing theory with an Arab perspective and includes:

- The history and evolution of marketing in the Arab region.
- How marketing is similar or different in the Arab region when compared with other markets.
- Economic, social and political similarities and differences within the Arab region itself.
- International, Pan-Arab and local examples and case studies.
- Case studies of successful international brands in Arab markets.
- Case studies of successful Arab brands in regional and international markets.
- Analysis of why some brands find it difficult to flourish in the region.



“ Professors Hassan, Baalbaki, and Shamma have done a superb job in systematically addressing strategic issues pertaining to the Arab world and in bringing the most popular marketing management text in the world to future Arab marketers. ”

Philip Kotler and Kevin Lane Keller

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the Arab World Editions please visit  
[www.pearson.com/middleeast/awe](http://www.pearson.com/middleeast/awe)



This book is accompanied by  
adapted PowerPoint slides,  
instructor manual, test bank  
generator and online tutorial  
and homework system

MyMarketingLab®