



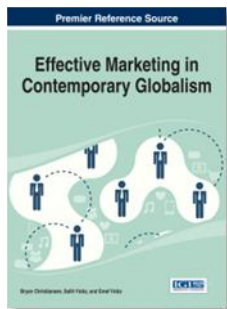
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**FOR IMMEDIATE RELEASE**

***Effective Marketing in Contemporary Globalism***

**Hershey, PA** – May 8, 2014– IGI Global, an international publishing company specializing in high-quality research publications in the fields of computer science and information technology management, is pleased to announce the June release of the publication *Effective Marketing in Contemporary Globalism*, edited by Bryan Christiansen (PryMarke, LLC, USA), Salih Yıldız (Gümüşhane University, Turkey) and Emel Yıldız (Gümüşhane University, Turkey).



The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success and sustainability. *Effective Marketing in Contemporary Globalism* provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication’s importance to scholar-practitioners, business executives, and undergraduate/graduate students. Should you be interested in adopting this book

for use in your courses, please submit an examination request form at the following link: <http://www.igi-global.com/course-adoption/?titleid=102230>.

To request a copy of this book for review, please contact [alupold@igi-global.com](mailto:alupold@igi-global.com).

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