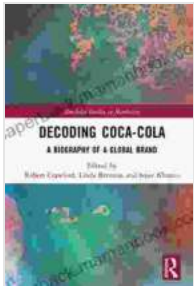


# Biography of Global Brand: Routledge Studies in Marketing



## Decoding Coca-Cola: A Biography of a Global Brand (Routledge Studies in Marketing) by Cindy Watson

★★★★☆ 4.2 out of 5

Language : English

File size : 6837 KB

Print length : 250 pages

Screen Reader : Supported



Routledge Studies in Marketing is a prestigious book series that publishes cutting-edge research on marketing from a global perspective. The series was founded in 1995 by Professor Malcolm McDonald, who served as its editor-in-chief until 2010. Under McDonald's leadership, the series quickly established itself as one of the leading outlets for marketing scholarship in the world.

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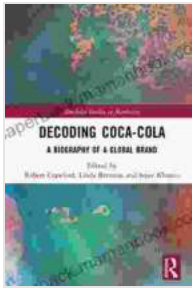
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### **Malcolm McDonald**

Malcolm McDonald is a professor of marketing at the University of Strathclyde in Glasgow, Scotland. He is the founder and former editor-in-chief of the Routledge Studies in Marketing series. McDonald is a leading expert on global marketing, and he has published numerous books and articles on the subject. He is also a frequent speaker at marketing conferences and events.

McDonald's research interests include global marketing strategy, consumer behavior, and marketing research. He has conducted research in a variety of countries, including the United States, the United Kingdom, and China. McDonald's work has had a significant impact on the field of marketing, and he is considered one of the leading marketing scholars in the world.

The Routledge Studies in Marketing series is a valuable resource for anyone who wants to stay up-to-date on the latest marketing research. The books in the series provide valuable insights into the behavior of consumers and the effectiveness of marketing strategies. The series is an essential resource for anyone who wants to be a successful marketer.



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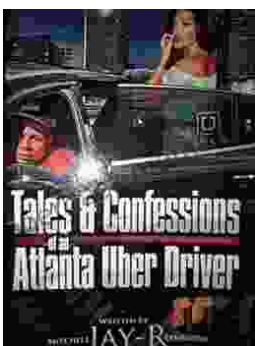
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