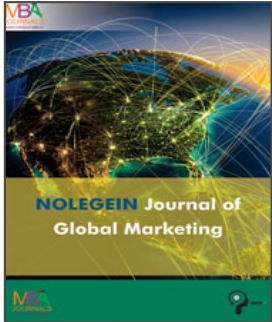


## Basic Profile | NOLEGEIN Journal of Global Marketing



<b>Magazine Title</b>	:	NOLEGEIN Journal of Global Marketing
<b>Frequency</b>	:	Half Yearly
<b>Language</b>	:	English
<b>Category</b>	:	Journals on Various Topics
<b>Subcategory</b>	:	Business, Commerce and Management
<b>Version</b>	:	Print Version
<b>Edition</b>	:	India
<b>Publishing Country</b>	:	India

### Subscription Packages for Indian Subscribers

Year(s)	No. of Issues	Print Version	Digital Version	Print + Digital
One	2	₹ 3500.00	₹ 7670.00	₹ 8632.00

## About the Magazine

Nolegein - Journal of Global Marketing is focused towards the rapid publication in the following areas of

- Global strategic marketing planning
- Cross national/cultural consumer decision making and behavior
- Global competitive strategy
- Transfer of marketing technology
- Global marketing information systems
- Global buyer-seller interactions
- Global strategic alliances
- Advantages and disadvantages of Global Marketing.

Sections covered by this journal are review papers, research papers, interviews, news, companies/ institutions write-ups, short popular articles and case studies.

