



Global Marketing Network
The new home of marketing



LONDON CAPITAL CLUB

LAUNCH EVENT OFFER

Join Global Marketing Network today and **SAVE £195** by receiving a **FREE** invitation to this seminar

4th September 2008, 2pm- 5pm
Oriental Room, London Capital Club

How to Succeed in Global Markets

with global marketing authority

Professor Svend Hollensen

best-selling author of

“Global Marketing: A Decision Oriented Approach”



KEY TOPICS AND THEMES

- The `brand new world` and **why a global marketing strategy** for your business is more important than ever before;
- How to select the **right markets** for your brands and ensure you avoid expensive mistakes;
- Why some brands win, why other brands fail and how to **ensure your brands are winners** in the global market, and avoid sinking without trace!
- **Learn what works ... what doesn't ... and why!**
- Gain pragmatic advice from the acknowledged expert in **global marketing strategy**

Yes, I would like to join Global Marketing Network today and receive my free invitation to attend this seminar (£195+VAT for non-members). I understand that my first year's annual membership will also be extended to 15 months. Annual membership just £100+VAT.

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Alternatively please make cheques payable to Global Marketing Network and send with this form to Global Marketing Network, 24 Brunswick Quay, London SE16 1PY

For more information or to book please visit www.gmnhome.com, email events@gmnhome.com or call Global Marketing Network on **01767 631809**