# Week 5 Textbook Readings

Read chapters "Marketing Globally" and "Global Manufacturing & Supply Chain Management".

## **Attachments**

* [Chapter 16.ppt](https://wilmu.instructure.com/courses/19372/files/1771362/preview)
* [Chapter 17.ppt](https://wilmu.instructure.com/courses/19372/files/1771419/preview)