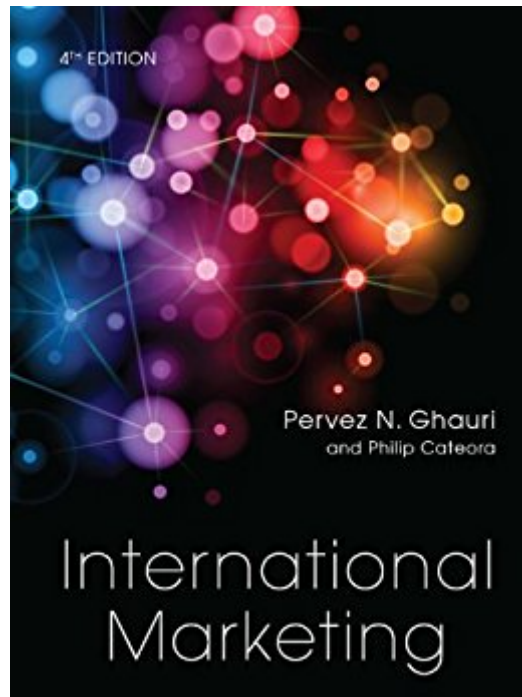


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International Marketing 4e



Synopsis

Now in its fourth edition this successful introduction to international marketing has been thoroughly revised, updated and developed throughout to reflect the most recent developments in today's dynamic business environment. Contemporary, engaging, and accessible, International Marketing is essential reading for the aspiring practitioner.

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