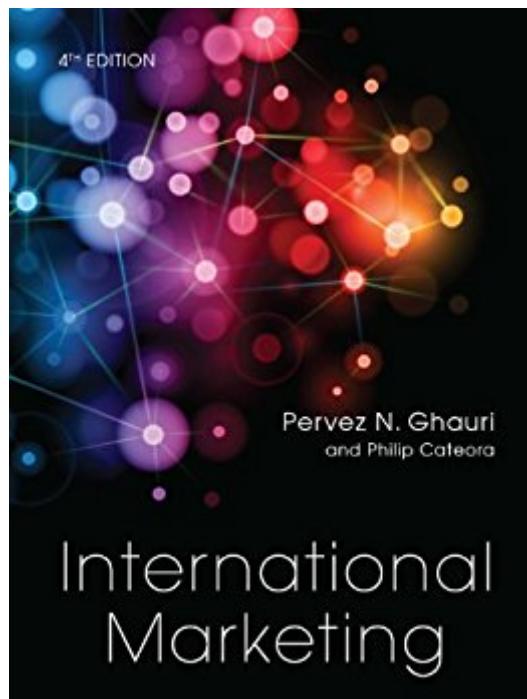


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International Marketing 4e



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.

Book Information

File Size: 41005 KB

Print Length: 682 pages

Publisher: McGraw-Hill Higher Education; 4th Revised edition edition (January 15, 2014)

Publication Date: January 15, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00HQET7R0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #500,937 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #69

in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #142

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