

EXC 3602 International Marketing

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@inbook{Doole_Lowe, address={London}, edition={5th ed}, title={International communications}, booktitle={International marketing strategy: analysis, development and implementation}, publisher={Cengage Learning}, author={Doole, Isobel and Lowe, Robin}, pages={305-343} }

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@inbook{Doole_Lowe, address={London}, edition={5th ed}, title={Problems related to international pricing: currency-related problems, risk of non-payments, and administrative problems}, booktitle={International marketing strategy: analysis, development and implementation}, publisher={Cengage Learning}, author={Doole, Isobel and Lowe, Robin}, pages={404-413} }

@inbook{Hollensen_2012a, address={Harlow}, edition={2nd ed}, title={International pricing decisions}, url={http://lib.myilibrary.com/Open.aspx?id=399618}, booktitle={Essentials of global marketing}, publisher={Pearson}, author={Hollensen, Sven}, year={2012}, pages={352-365} }

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