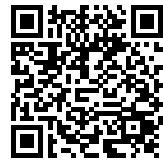


EXC 3602 International Marketing

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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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