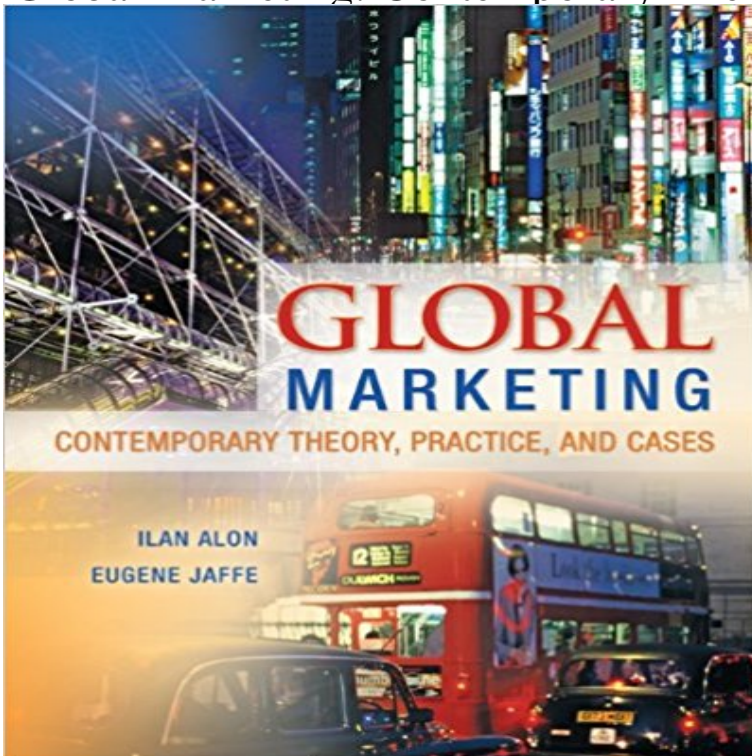


Global Marketing: Contemporary Theory, Practice, and Cases



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In addition to short, end of chapter cases that can be used in classroom discussion, the book also boasts longer, end of book cases which require integration of multiple chapters and synthesis of knowledge to identify and solve international marketing problems.

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