



Global Marketing Management (Paperback)

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Pearson Education Limited, United Kingdom, 2013. Paperback. Book Condition: New. International ed of 8th revised ed. 252 x 204 mm. Language: English . Brand New Book. A leading case text in international marketing, as well as a popular reference for practitioners, this volume focuses on the opportunities and challenges of global markets and the threat of global competition across a broad spectrum of industries.



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