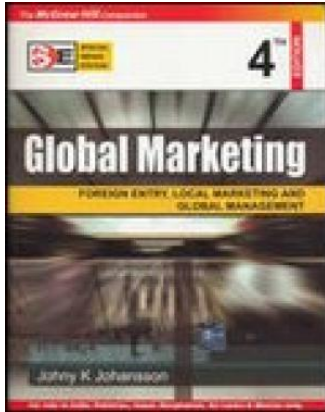


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## GLOBAL MARKETING: FOREIGN ENTRY, LOCAL MARKETING AND GLOBAL MANAGEMENT (SIE)



Tata McGraw-Hill Education Pvt. Ltd., 2007. Softcover. Book Condition: New. 4th edition. The text utilizes a three-pronged framework to organize the discussion of how to conduct global business: Foreign Entry, Local Marketing, and Global Management. It seeks to develop the varied skills a marketing manager needs to be successful in each of these tasks. Legal, regulatory, political, and cultural, issues are discussed as appropriate throughout the text. Excellent examples and cases help students move from concept to application. Table of...

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- Authored by Johny K. Johansson
- Released at 2007



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