MG5561 - International Marketing

Michael Heller



[1]

Cateora, P.R. et al. 2011. International marketing. McGraw-Hill/Irwin.

[2]

Czinkota, M.R. and Ronkainen, I.A. 2010. International marketing. South-Western Cengage Learning.

[3]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[4]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[5]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[6]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[7]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[8]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[9]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[10]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[11]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[12]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing.

[13]

Fan, Y. et al. 2010. International marketing: a customised book for Brunel students. Pearson Custom Printing. Jeannet, J.-P. et al. Global marketing strategies. Houghton Mifflin.

[15]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[16]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[17]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[18]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[19]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[20]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[21]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[22]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[23]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[24]

Keegan, W.J. and Green, M.C. 2013. Global marketing. Pearson.

[25]

Keegan, W.J. and Green, M.C. 2015. Global marketing. Pearson.

[26]

Pears, R. and Shields, G. 2013. Cite them right: the essential referencing guide. Palgrave.

[27]

Terpstra, V. et al. 2006. International marketing. Northcoast Publishers.

[28]

Usunier, J.-C. and Lee, J.A. 2013. Marketing across cultures. Pearson.

[29]

Businessweek.

[30]

Economist.

[31]

European Journal of Marketing.

[32]

Financial times.

[33]

Harvard business review.

[34]

International Business Review.

[35]

International Journal of Advertising.

[36]

International Marketing Review.

[37]

Journal of International Business Studies.

[38]

Journal of International Marketing.

[39]

Journal of marketing management.

[40]

Journal of World Business.

[41]

Marketing Intelligence & Planning.