

MG5561 - International Marketing

Michael Heller

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Anon. n.d.-a. 'Businessweek'.

Anon. n.d.-b. 'Economist'.

Anon. n.d.-c. 'European Journal of Marketing'.

Anon. n.d.-d. 'Financial Times'.

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Anon. n.d.-f. 'International Business Review'.

Anon. n.d.-g. 'International Journal of Advertising'.

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Anon. n.d.-i. 'Journal of International Business Studies'.

Anon. n.d.-j. 'Journal of International Marketing'.

Anon. n.d.-k. 'Journal of Marketing Management'.

Anon. n.d.-l. 'Journal of World Business'.

Anon. n.d.-m. 'Marketing Intelligence & Planning'.

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