

MG5561 - International Marketing

Michael Heller

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@book{Cateora_Gilly_Graham_2011, address={New York, NY}, edition={15th ed},
title={International marketing}, publisher={McGraw-Hill/Irwin}, author={Cateora, Philip
R. and Gilly, Mary C. and Graham, John L.}, year={2011} }
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@book{Czinkota_Ronkainen_2010, address={London}, edition={9th ed},
title={International marketing}, publisher={South-Western Cengage Learning},
author={Czinkota, Michael R. and Ronkainen, Ilkka A.}, year={2010} }
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@book{Fan_Keegan_Usunier_Hollensen_2010, address={Harlow}, title={International
marketing: a customised book for Brunel students}, publisher={Pearson Custom Printing},
author={Fan, Ying and Keegan, Warren J. and Usunier, Jean-Claude and Hollensen,
Svend}, year={2010} }
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@book{Fan_Keegan_Usunier_Hollensen_Insead_2010a, address={Harlow},
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publisher={Pearson Custom Printing}, author={Fan, Ying and Keegan, Warren J. and
Usunier, Jean-Claude and Hollensen, Svend and Insead}, year={2010} }
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@book{Fan_Keegan_Usunier_Hollensen_Insead_2010c, address={Harlow},
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Usunier, Jean-Claude and Hollensen, Svend and Insead}, year={2010} }
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publisher={Pearson Custom Printing}, author={Fan, Ying and Keegan, Warren J. and
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@book{Fan_Keegan_Usunier_Hollensen_INSEAD._2010a, address={Harlow}, title={International marketing: a customised book for Brunel students}, publisher={Pearson Custom Printing}, author={Fan, Ying and Keegan, Warren J. and Usunier, Jean-Claude and Hollensen, Svend and INSEAD.}, year={2010} }

@book{Fan_Keegan_Usunier_Hollensen_INSEAD._2010b, address={Harlow}, title={International marketing: a customised book for Brunel students}, publisher={Pearson Custom Printing}, author={Fan, Ying and Keegan, Warren J. and Usunier, Jean-Claude and Hollensen, Svend and INSEAD.}, year={2010} }

@book{Fan_Keegan_Usunier_Hollensen_INSEAD._2010c, address={Harlow}, title={International marketing: a customised book for Brunel students}, publisher={Pearson Custom Printing}, author={Fan, Ying and Keegan, Warren J. and Usunier, Jean-Claude and Hollensen, Svend and INSEAD.}, year={2010} }

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@book{Jeannet_Hennessey_Jeannet, address={Boston, Mass}, edition={6th ed}, title={Global marketing strategies}, publisher={Houghton Mifflin}, author={Jeannet, Jean-Pierre and Hennessey, Hubert D. and Jeannet, Jean-Pierre} }

@book{Keegan_Green_2013a, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2013} }

@book{Keegan_Green_2013b, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2013} }

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@book{Keegan_Green_2013f, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2013} }

@book{Keegan_Green_2013g, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green,

Mark C.}, year={2013} }

@book{Keegan_Green_2013h, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2013} }

@book{Keegan_Green_2013i, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2013} }

@book{Keegan_Green_2013j, address={Boston, [Mass.]}, edition={7th ed., Global ed}, title={Global marketing}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2013} }

@book{Keegan_Green_2015, address={Boston, [Mass.]}, edition={8th ed. Global ed}, title={Global marketing}, url={http://lib.myilibrary.com/browse/open.asp?id=778645&entityid=https://idp.brunel.ac.uk/entity}, publisher={Pearson}, author={Keegan, Warren J. and Green, Mark C.}, year={2015} }

@book{Pears_Shields_2013, address={Basingstoke}, edition={9th ed}, title={Cite them right: the essential referencing guide}, url={https://login.ezproxy.brunel.ac.uk/login?url=http://www.citethemrightonline.com}, publisher={Palgrave}, author={Pears, Richard and Shields, Graham}, year={2013} }

@book{Terpstra_Sarathy_Russow_2006, address={Garfield Heights, OH}, edition={9th ed}, title={International marketing}, publisher={Northcoast Publishers}, author={Terpstra, Vern and Sarathy, Ravi and Russow, Lloyd}, year={2006} }

@book{Usunier_Lee_2013, address={Harlow, England}, edition={Sixth edition}, title={Marketing across cultures}, url={http://lib.myilibrary.com/browse/open.asp?id=459552&entityid=https://idp.brunel.ac.uk/entity}, publisher={Pearson}, author={Usunier, Jean-Claude and Lee, Julie Anne}, year={2013} }

@article{European Journal of Marketing }

@article{Harvard business review }

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@article{International Journal of Advertising }

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@article{Journal of International Marketing }

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@article{Journal of International Business Studies }

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@article{ Economist }

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