

MG5561 - International Marketing

Michael Heller

View Online



1.

Fan, Y., Keegan, W. J., Usunier, J.-C., Hollensen, S., & Insead. International marketing: a customised book for Brunel students. (Pearson Custom Printing, 2010).

2.

Keegan, W. J. & Green, M. C. Global marketing. (Pearson, 2013).

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Jeannet, J.-P., Hennessey, H. D. & Jeannet, J.-P. Global marketing strategies. (Houghton Mifflin).

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

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Journal of International Marketing.

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Journal of World Business.

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Journal of International Business Studies.

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Businessweek.

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Economist.

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Financial times.