

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, Harlow (2010).

2.

Keegan, W.J., Green, M.C.: Global marketing. Pearson, Boston, [Mass.] (2013).

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Businessweek.

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Economist.

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