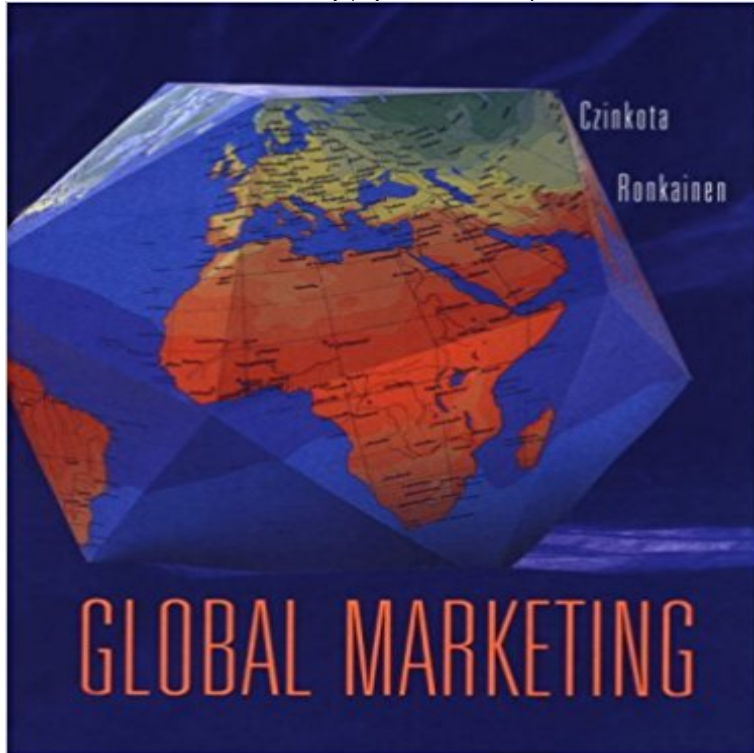


Global Marketing (The Dryden Press series in marketing)



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- * Reflecting the authors international business and consulting experience, this lean 17-chapter text covers global marketing in the sequence most beneficial to corporations: from environment to corporate readiness to marketing strategy.
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- * Bringing reality into the classroom, chapter 5 covers transitions in global marketing, explaining current and meaningful global change.
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