

# Advances in International Marketing

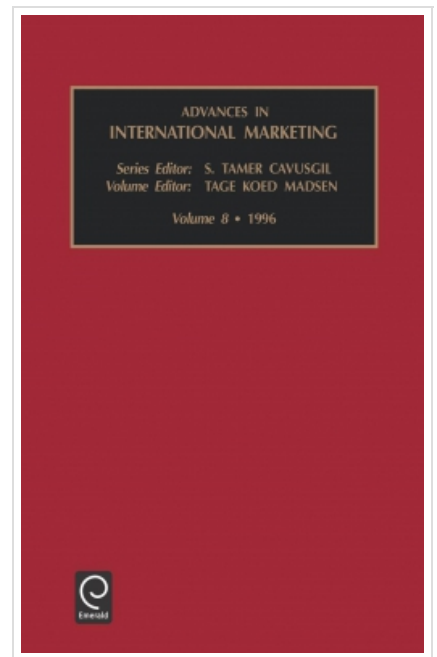
Advances in International Marketing

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## About the Book

This is a collection of essays on international marketing. Both theoretical, conceptual and empirical contributions are included, and cover various aspects of export and multinational marketing. While some contributors focus on managerial issues in international marketing, others take a public policy or comparative perspective. Similarly, while some authors may confine their analyses to well-established concepts or methodologies in international marketing, others have the opportunity to incorporate new and innovative perspectives.



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