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researchers have*

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*studied the ways
in which these
identifiers
influence
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markets become
more
international,
the more
prominently the
origin of
products will
figure in
sellers' and buye*

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effectively,
when to use them
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the nature and
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chapters. The
chapters cover
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the main theme
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theoretical and
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Professor of International Marketing at the University of Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including "Marketing

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