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Loose-Leaf International Marketing



Synopsis

Pioneers in the field, Cateora Gilly and Graham, continue to set the standard in this 17th edition of International Marketing with their well-rounded perspective of international markets that encompass history geography language and religion as well as economics which helps students see the cultural and environmental uniqueness of any nation or region. In addition to coverage of technology's impact on the international market arena the 17th edition of International Marketing features new topics that reflect recent changes in global markets updated teaching resources and new learning tools including

Book Information

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Customer Reviews

John L. Graham Profesor Emérito de la Universidad de Colorado en Boulder, recibió su Ph.D. de la Universidad de Texas en Austin, donde fue elegido miembro de Beta Gamma Sigma. En su carrera académica en la Universidad de Colorado se ha desempeñado como Jefe de la División de Marketing, Coordinador de Programas de Negocios Internacionales, Vicedecano y Decano Interino. Su enseñanza ha abarcado una amplia gama de cursos de marketing y negocios internacionales desde los fundamentos hasta el nivel de doctorado. Recibió la Universidad de Colorado Premio a la Excelencia Docente de Educador y de la Asociación de Marketing de Western Educador del Año. Mary C. Gilly

The book was listed in "good condition". What I received is not worth \$179. The spiral pages were in bad condition and I had to use reinforcement labels to each page in order to place them in a binder.

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