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International Marketing, 5th Edition - Testbank

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International Marketing - McGraw-Hill Education

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So, as with many other elements of marketing, there is no single definition of international marketing, and there could be some

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confusion about where international marketing begins and global marketing ends.

What is International Marketing?

International Marketing by Cateora, Gilly, and Graham has been a pioneer in the field of international marketing. The authors continue to set the standard in this edition with new and expanded topics that reflect the swift changes of the competitive global market, as well as increased coverage of technology's impact on the international market arena.

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