

international marketing philip cateora pdf

Despite increasing importance of international marketing for firms to survive and continue to prosper as well as increase their profitability in a rapidly changing environment, researchers pay more attention to domestic knowledge issues rather than international marketing.

Standardization and Adaptation of International Marketing

1 SHIVAJI UNIVERSITY, KOLHAPUR Department of Economics Revised Syllabus of Post Graduate Diploma in Economics to be Introduced from June 2015

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