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which is updated with key concepts and examples with reference to numerous academic and trade sources. It highlights the issues facing current managers such as the events of 9/11 and continued opposition to unlimited globalization. The book also reflects the changing role of global marketing organizations. Current

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sources from traditional U.S. publications--such as 'The Wall Street Journal', 'Marketing News', and 'Business Week' - are complemented by references to international publications, including 'Business Europe', 'Far Eastern Economic Review', 'Nikkei Weekly' and 'The Asian Business Journal'. I. Understanding the

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