

FIFTH EDITION

# INTERNATIONAL MARKETING STRATEGY

ANALYSIS, DEVELOPMENT AND  
IMPLEMENTATION

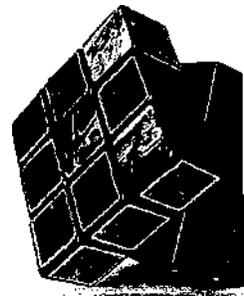
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