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# International Marketing Philip Cateora

*Standardization and Adaptation of International Marketing. International Marketing McGraw Hill Education. International Marketing Irwin Marketing Philip R. Loose Leaf International Marketing Philip R Cateora*

## **Standardization and Adaptation of International Marketing**

*April 27th, 2018 - 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'International Marketing McGraw Hill Education*

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