Get Kindle

STANDARDIZATION IN INTERNATIONAL MARKETING STRATEGY: DOOMED TO FAILURE OR SUCCESSFUL STRATEGY?



GRIN Verlag Gmbh Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 213x154x7 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 80, Queen Mary University of London (Business School), course: International Marketing, language: English, abstract: The debate around standardization versus adaptation in international marketing consists since nearly half a decade now. The first articles regarding the question...

Read PDF Standardization in International Marketing strategy: doomed to failure or successful strategy?

- Authored by Christina Liessem
- Released at 2015



Filesize: 4.4 MB

Reviews

This ebook is great. It is definitely basic but shocks from the 50 percent of your publication. Its been printed in an exceedingly basic way and it is only right after i finished reading this book where basically changed me, modify the way in my opinion.

-- Mckayla Ritchie

This is the finest book i have got study right up until now. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Keanu Johns

This is the finest book i have read until now. It is filled with wisdom and knowledge You can expect to like just how the author compose this ebook.

-- Tobin Lesch