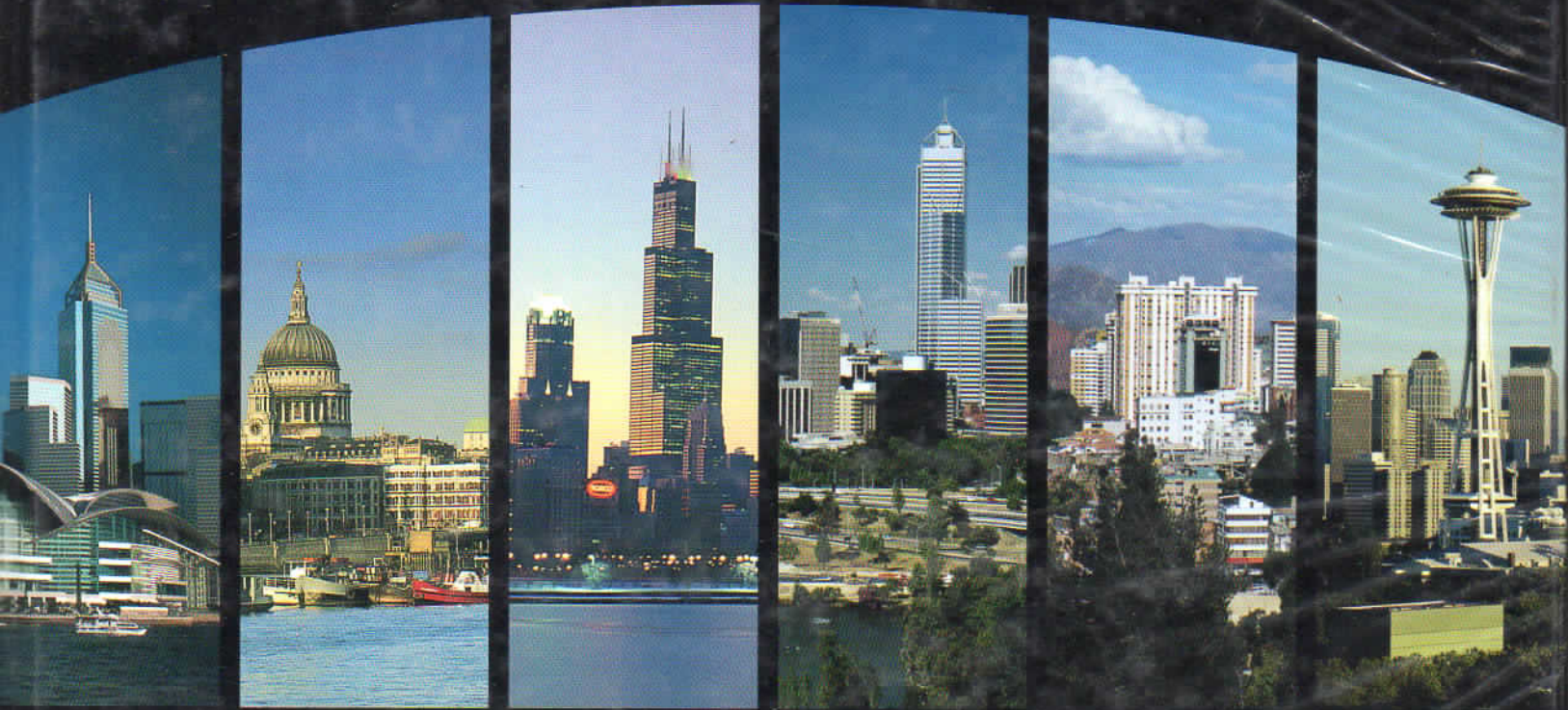


# global fourth edition **MARKETING**



*foreign entry, local marketing, & global management*

**Johnny K. Johansson**

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