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Fifth Edition GLOBAL MARKETING A DECISION-ORIENTED APPROACH Svend Hollensen _ CONTENTS Preface Guided tour Acknowledgements Publisher's acknowledgements Abbreviations About the author XVI XXX xxxiv xxxvi xli xliv PART I THE DECISION WHETHER TO INTERNATIONALIZE sj 1 Global marketing in the firm 5 Learning objectives 5 1.1 Introduction to globalization 6 1.2 The process of developing the

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"All good marketing is local. Global companies know this and are going "glocal". There is also a trend

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