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Altri autori (Persone)	BalabanisGeorge TheodosiouMarios KatsikeaEvangelia S
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Sommario/riassunto	Export marketing research over the last four decades has covered a

number of theoretical and practical issues such as standardisation and customisation, export development processes, barriers to exporting, export performance, etc. Rapid technological, institutional, legislative, economic and attitudinal changes across the globe pose challenges for the future development of export marketing research. The emergence of turbulent and hypercompetitive business environments calls for exporters to reconsider the bases and sustainability of their competitive advantage to overseas markets. In particula
