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Sommario/riassunto

Volume 24 of *Advances in International Marketing*, guest-edited by Professors Jean, Chiou and Zou, considers the impact of major trends in external and internal environments of the firm on international marketing. Major themes include: emerging market firms? innovation, technology-enabled marketing innovation, global account management, knowledge sharing in international alliances, internationalization of small and entrepreneurial firms, export marketing channels, global companies and issues of national culture on consumers? evaluation of MNEs performance and teaching international marketing to
