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Managerial implications and further research suggestions; References; Part III. Collaborative Relationships; Chapter 9. Do firms create value through international strategic alliances?; Theoretical model; Methods; Analysis; Discussion; Limitations and directions for future research; References; Chapter 10. What causes break-ups? Factors driving the dissolution of marketing-oriented international joint ventures; Literature review; Theoretical framework and hypotheses; Data and method; Results; Conclusion and discussions; References  
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Sommario/riassunto

Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring.

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