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Titolo	Contemporary thinking, topics and trends in international branding, part 1 [[electronic resource] /] / guest editors T.C. Melewar and Joseann Small
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Altri autori (Persone)	MelewarT. C SmallJoseann
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Understanding international branding: defining the domain and reviewing the literature; Global branding, country of origin and expertise; An investigation of global versus local online branding; Global brand communities across borders: the Warhammer case; How cultural differences in uncertainty avoidance affect product perceptions; Revitalising suffering multinational brands: an empirical study; List of reviewers
Sommario/riassunto	International branding, as an area of research in international marketing, needs a domain and an impetus of its own. This e-book seeks to lift international branding out of out the shadow of international marketing and out of a pattern of largely replication studies centered on the standardization/localization debate. The articles that comprise the e-book seek a more comprehensive understanding of the dimensions of international branding and of its related paradigms. The international focus and affiliations of the

academics contributing to this compendium add to the interesting diversity inher

2. Record Nr.	UNINA9910697721303321
Titolo	Mathematics [[electronic resource]]
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Descrizione fisica	volumes : digital, PDF files
Soggetti	Mathematics - Study and teaching (Elementary) - United States Mathematics - Study and teaching (Secondary) - United States Mathematical ability - Testing Statistics.
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