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Sommario/riassunto	The discipline of International Marketing is gaining more and more importance with the advancing universal liberalization and the concomitant globalization. This book, acclaimed for its succinct treatment of the subject and lucid style, provides a comprehensive picture of the various aspects and dimensions of trends in International Marketing with an Indian perspective. The book is patterned after the Model Curriculum recommended by the UGC and it covers the syllabi of

the International Marketing paper of different courses such as MBA,  
MIB/M.B.A. (International Marketing), MEC (Master of E-Com

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