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Nota di contenuto	Introduction / Rudolf R. Sinkovics and Pervez N. Ghauri -- The propensity to continue internationalization: a study of entrepreneurial decision-making in Australian service firms / Pieter Pauwels, Paul Patterson, Ko de Ruyter and Martin Wetzels -- Factors influencing the internationalisation process of UK firms in Asia / Kannika Leelapanyalert -- Tourism as a leverage for consumer goods firms: a case study / Konstantinos Poulis and Mo Yamim -- Relationships between the dimensions of international growth orientation, environmental turbulence and strategic orientations / Sanna Sundqvist and Olli Kuivalainen -- Internationalisation and technological innovation: empirical evidence on their mutual relationship / Diana Filipescu, Alex Rialp and Josep Rialp -- The role of innovative and entrepreneurial behavior in internationalization processes / Arild Aspelund and Tage Koed Madsen -- Brand image perceptions across cultures: a study of symbolic and functional associations / Laura

Salciuviene, Pervez Ghauri, Audra Mockaitis and Claudio De Mattos -- Do firms create value through international strategic alliances? / Chia-Ling 'Eunice' Liu -- What causes break-ups? Factors driving the dissolution of marketing-oriented international joint-ventures / Mehmet Berk Talay and M. Billur Akdeniz -- Geographic market diversification: a premium or discount in firm's value / Z. Seyda Deligonul -- The use of partial least squares path modeling in international marketing / Jörg Henseler, Christian Ringle and Rudolf Sinkovics -- Advancing the understanding of construct validity and cross-national comparability: illustrated by a five-country study of corporate export information usage / Thomas Salzberger, Hartmut Holzmüller and Anne Souchon -- The dynamics of technological readiness in marketing units: why cross-cultural examination is necessary / R. Glenn Richey, Daniel Bachrach, Michael Harvey and Hui Wang -- Methodological rigor of ordinary least squares regression studies in mainstream marketing: an assessment of research reported in the Journal of Marketing / Z. Seyda Deligonul.

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#### Sommario/riassunto

Volume 20 of "Advances in International Marketing", guest-edited by Professors Sinkovics and Ghauri, addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, environmental degradation, global warming; scarcity of resources, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, outsourcing and off shoring, and reliability and validity issues for construct measurement. The volume is organized in four sections. Section one presents a selection of papers that focus on the internationalization process of the firm. Section two combines studies with a small firm perspective and a focus on entrepreneurship. In the section on collaborative relationships, three studies examine value creation in strategic alliances, investigate reasons for international joint venture dissolution and offer a conceptual contribution on diversification - whether diversification results in a firm's value premium or a firm's value discount. The final section is devoted to methodological advancements. This section provides excellent examples of methodological challenges faced by today's scholars and managers alike.

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