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# International Marketing 15th Edition Test Bank

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this knowledge base will provide a foundation for the concepts presented in market-based management, 6th edition.! introduction to marketing and market-based management dr. roger j. best 2019 hiss syllabus ( international marketing ) - international marketing, 15th ed. or 16th ed., cateora, gilly, and graham, mcgraw-hill publishing company credits 3 contact hours 45 schedule: week 1/1 orientation- no class week 1/2 introduction the scope and challenge of international marketing week 1/3 the dynamics of international marketing week 1/4 quiz 1 week 2/1 geography and history**

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