

Fifth Edition

GLOBAL MARKETING

A DECISION-ORIENTED APPROACH

Svend Hollensen



Prentice Hall
FINANCIAL TIMES

Global Marketing By Hollensen 5th Edition

G Psacharopoulos



Global Marketing By Hollensen 5th Edition:

The book delves into Global Marketing By Hollensen 5th Edition. Global Marketing By Hollensen 5th Edition is a vital topic that needs to be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Global Marketing By Hollensen 5th Edition, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 1: Introduction to Global Marketing By Hollensen 5th Edition
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