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International Marketing: Emerging Markets (Advances in

2 About Advances in International Marketing: With Dr. S. Tamer Cavusgil as its Editor-in-Chief, Advances in International Marketing is one of the oldest and most influential monograph series dedicated to issues in international marketing.

Advances in International Marketing Call for Papers

Such general discussions typically conclude that Levitt's argument that the key to 306 S.P. Douglas, C. S. Craig /Advances in international marketing success in an increasing international world is the marketing of globally standardized products and brands is a gross oversimplification of the issue (to say the least).

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