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# PRINCIPLES OF INTERNATIONAL MARKETING



LAP Lambert Academic Publishing. Paperback. Condition: New. 616 pages. Dimensions: 8.7in. x 5.9in. x 1.4in.Faustino Taderera, the celebrity and towering figure, the most published, polished and celebrated Marketing, International Business Strategist, academic, icon and guru in Zimbabwe and Africa, wrote this book, Principles of International Marketing, as a compulsory course at undergraduate level for many marketing, exports, shipping, logistics and related qualifications and covers, among others: - marketing research; national branding; cargo and export credit insurance; TPOs; trading blocs; documentation;...

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