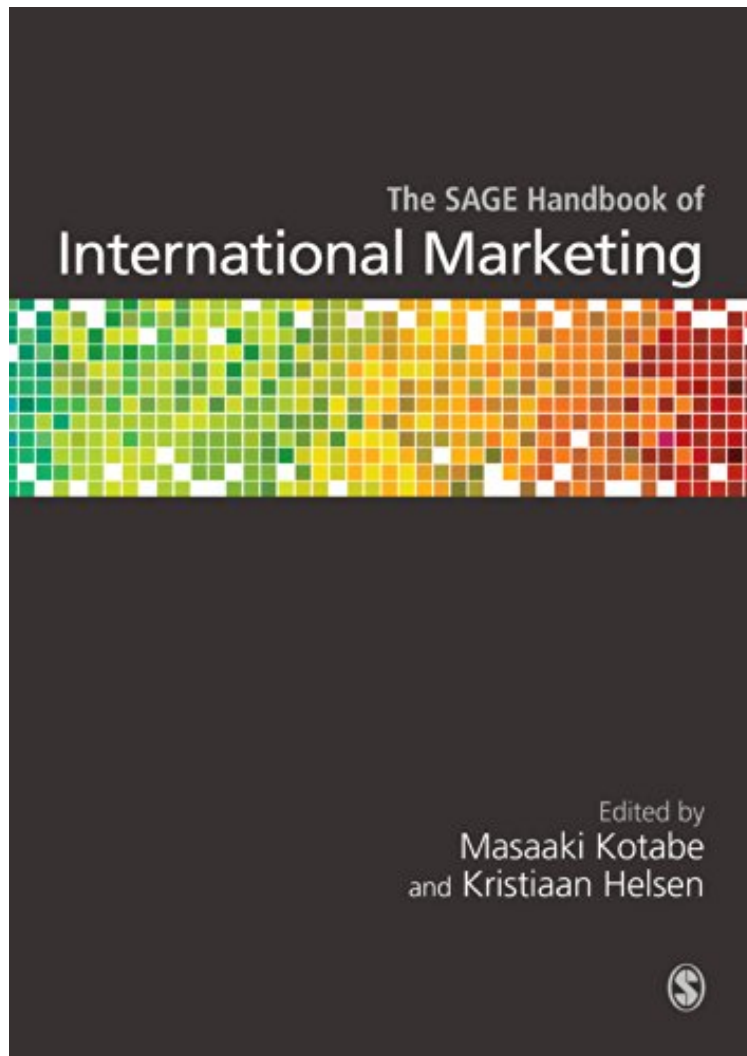


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The SAGE Handbook of International Marketing

Masaaki Kotabe, Kristiaan Helsen

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