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Global Marketing Management John A. Quelch, Christopher A. Bartlett, 2006 A collection of Harvard Business School cases by the editors accompanied by additional authors emphasizing the marketing strategies of domestic marketers to international markets **Services Marketing Cases in Emerging Markets** Sanjit Kumar Roy, Dilip S. Mutum, Bang Nguyen, 2016-09-08 This casebook provides students and academics in business management and marketing with a collection of case studies on services marketing and service operations in emerging economies It explores current issues and practices in Asia across different areas countries commercial and non commercial sectors This book is important and timely in providing a framework for instructors researchers and students to understand the service dynamics occurring in these countries It serves as an invaluable resource for marketing and business management students requiring insights into the operationalization of services across different geographical areas in Asia Students will find it interesting to compare and contrast different markets covering important aspects related to services Publishers Directory , 1994 The Directory of Directories , 1983 An annotated guide to business and industrial directories professional and scientific rosters and other lists and guides of all kinds **Ulrich's Update** , 1988 *Whitaker's Book List* , 1991 **Australian Books in Print 1999** K G Saur Books, 1999-04 Excellent coverage essential to worldwide bibliographic coverage American Reference Books Annual This comprehensive reference provides current finding ordering information on more than 123 000 in print books published in Australia You ll also find brief profiles of more than 12 000 publishers distributors whose titles are represented as well as

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